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# The American Perfumer

AND ESSENTIAL OIL REVIEW

PERFUMER  
PUBLISHING CO.  
NEW YORK

MAY  
NINETEEN  
THIRTY-FIVE



CANCO

See also page 9

AMERICAN CAN COMPANY

*New!*

# EXALTOLIDE

100%

**E**XALTOLIDE NAEF is the most highly developed, purest and strongest fixative body of a Musk-Ambergris character yet produced. It is distinguished by its power of diffusion and "exaltation".

**D**EVELOPED in the Geneva laboratories of M. Naef & Company over a period of the past ten years, EXALTOLIDE is offered at a price that allows its use in practically any toilet preparation.

**D**ESIGNED primarily as the ideal fixative for perfume extracts, we now recommend EXALTOLIDE for use to equal advantage in your scents for powders, creams and lotions.

**M**AY we send you a sample with complete recommendations for its application in your particular preparation?

**UNGERER & CO.**

13-15 WEST 20TH STREET • NEW YORK

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*The*  
**American Perfumer**  
AND ESSENTIAL OIL REVIEW  
Trade Mark Registered U. S. Patent Office

VOL. XXX

No. 3

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# Distinction

... A SELLING ASSET TO ANY PACKAGE

THE average consumer has never tried many of the goods on the druggist's shelves . . . What can a manufacturer do to make his package stand out? How can he make *his* brand say: "Here! Buy me!"

Maison Jeurelle believe the answer lies in distinctive packaging . . . in dressing up products with stylish bottles and attractive molded plastic caps. So they gave their package designer free reign. And the caps, an integral part of the package design, were molded by Armstrong.

If you'd like to have a cap privately molded to fit exactly the requirements of your package, write for full information, samples, and prices.

Armstrong Cork Products Co., Closure Division, 912 Arch St., Lancaster, Pa.



## Armstrong's ARTMOLD CAPS

Also METAL CAPS ~ METAL-TOP ~ EMBOSSED-TOP ~ FLANGE ~ TAPERED and STRAIGHT CORKS





# The American Perfumer

AND ESSENTIAL OIL REVIEW



MAY, 1935

Established 1906

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Vol. XXX, No. 3

## N. R. A. Extension Up to Congress

*House Bill Proposes Two Year Plan, Amendments  
to Toilet Preparations Code Considered*

by C. W. B. HURD

WASHINGTON, May 15.—With only one month and five days of life left for the current National Recovery Act and a decision by the Supreme Court on legality of this Federal instrument in prospect, Congress at this writing is embroiled in the question whether to extend the NRA for two years, with considerable modification, or to extend the current act unchanged simply until next April 1.

The former course is that set forth by the Administration and the one to which President Roosevelt has reiterated his intention to abide. The latter, while apparently a simple compromise put forth by Senator Clark of Missouri, is viewed by friends of the NRA as an act that would mean its death.

The reason for that view of the Clark resolution is given as the fact that the NRA is at the present moment in a stalemate due to the lack of administrative corrections that would be made by the Administration measure already passed by the House—and were that stalemate continued for ten months the whole structure would fall into decay.

The House has already passed the Administration bill, and in the ordinary course of events the President and his advisors, knowing well the control wielded by their leaders in the House, would simply sit back and wait for the Senate to pass whatever measure it might see fit and then fight the prospective Senate action when the bill went into conference.

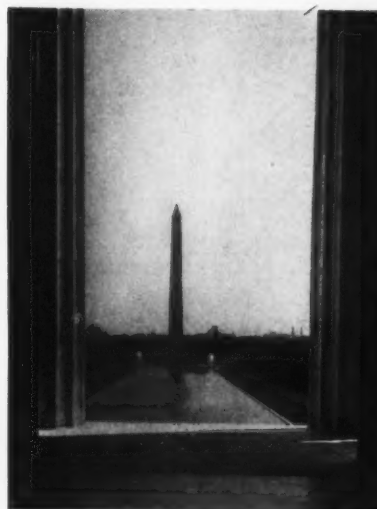
It had been hoped that the Clark resolution could

be quashed in the Senate since the conference method, involving a fight in conference committee seemed likely to be too slow to complete the measure before the present law expires. However, the Senate yesterday passed the ten months' extension proposed by Senator Clark and has sent it to the House.

### Senate Approves Clark Plan

This action followed a conference of the Senate Democratic majority on Friday morning, which approved the Clark resolution. Senator Robinson said afterward that the Clark resolution was "satisfactory." It was thought for a few hours that he was speaking for the Administration, but that impression was dispelled quickly and positively by President Roosevelt at a press conference held on the afternoon of the same day.

It would have been possible, though, for any or all of the Senate Democrats to vote against the Clark resolution and for the original bill passed by the House when the test of strength came without violating any pledges, for a "conference" of party members does not bind those members to vote for a proposition. However, the matter must now be thrashed out in conference with much delay probable. (Continued on page 161)



# Display and Sales Promotion

*The Package and Its Surroundings  
Are Potent Factors in Selling*

by EDNA COLLADAY PIERCE

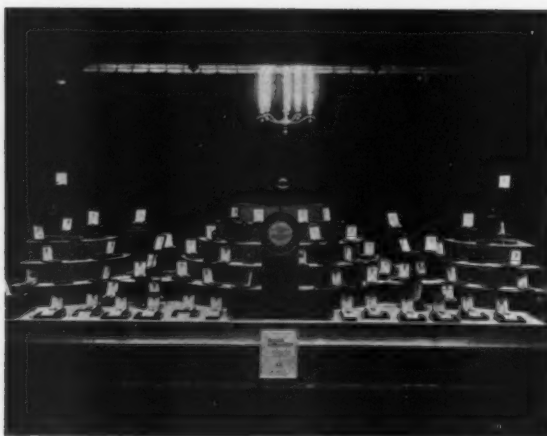


Photo by Norman Kennedy



THAT aesthetic, eye-appeal, convenient packaging, and psychologically planned counter, show-case and window displays are just as much a part of promotion and sales as the actual selling of the merchandise and the moving of it for quick turnover, is generally not considered so by the manufacturer; yet it is an incontrovertible fact. Nor does he seem to realize the importance of *tying up* those units, and permitting;—no! *insisting* upon co-operation between the several departments engaged upon these things.

Suppose an automobile manufacturer, who has the different parts of his machines made in different parts of his factory, and the men who were working upon the motor, and those upon the chassis, and those upon the body, had no idea how those three parts were to be fitted together, were allowed no glimpse of the cars in their various building stages, and the men in the assembling department were not told how the component parts were fitted into each other, only receiving such information as might drift in from time to time, from other departments in the factory, what do you imagine the completed job would look like? No matter how intelligent or skillful were the workmen who specialized on their specific tasks, unless concerted units were grouped together—as would be the case in the making of the motor, the transmission and the differential—each cognizant of what the other was doing, and *why*, perfect cars would not be turned out from that fac-



Windows that Display Harmoniously and Sell Effectively

tory. And all the salesmanship and advertising in the world wouldn't sell them, nor would the consumer buy them! As a matter of fact, automobilists work from blue-prints. The principle should be carried out by many manufacturers in this industry!

Yet, there are organizations in this industry, who proceed with their packaging and display processes in just such a haphazard manner. I know of one company which employed as display manager, a young college man who never before had undertaken such a task, who knew nothing whatever about the psychological effect upon the consumer of the work he was doing, and who never discussed his plans with the advertising agency, the artists, the promotion director or the salesmen. These various factors were entirely ignorant of what it was all about until they saw the completed result, when it was too late for constructive criticism or changes. So much of this man's time was taken up in interviewing printers, lithographers, and in routing his displays, that he had none to "waste" on his co-workers! Yet the sales promotion director, and the salesmen had to go out and sell those displays as part of their own jobs, and frequently they were so wrong in concept and execution that the stores rebelled, and the consumer passed them by unnoticed. And the sales director was a woman, and the products were sold to women, the length and breadth of these United States.

The manufacturer should realize at the outset, that the sole use of beautiful and convenient packaging, and counter, show-case and window display, is to SELL THE MERCHANDISE TO MORE WOMEN.

First, as to packages; they must attract the eye, they must interest the observer, they must create the desire for possession, they must be easy to handle and they must be convenient to use.

Cream jars should be wide and not too deep, so that the last bit of the product is as easy to get out as the first. Powder boxes should be easy to use with either flat or down puffs. Rouge containers should be easy to open, shallow enough to hold a minimum amount of the product and lip-sticks easy to hold, to replace, and absolutely fool-proof as to leakage and getting out of order, for frequently they are carried in purses, and these things are of paramount importance. The same things apply to powder compacts.

Perfume bottles should be decorative, individual in style, easy to handle without slipping or being too heavy, and so constructed that they will be able to endure the maximum amount of transportation, with the least amount of breakage.

These things seem so obvious that one would think that every manufacturer would so consider them from the very beginning of his designing, but they do not! The hundreds of thousands of dollars per annum spent in rectifying mistakes that are made along these lines, to be learned by bitter experience, is amazing.

Counter and show-case display should attempt to show as effectively as possible, as wide an assortment of products in a line as convenient, without unduly cluttering up either case or counter. Attention and interest should be focused at strategic points, by a distinct grouping of the products placed in the display.

Promotion ideas should be the dominating keynote. For instance, for a summer show-case display, eau de



Three Show Case Arrangements Which Aid in Promoting Sales

Cologne, light floral perfumes, might occupy the first shelf. On the others, summer toilet preparations, bath-salts, dusting powder, talcum, sun-ray oil, etc.

Another promotional idea is to use nothing but make-up on the top shelf, which is most easily discerned by the customer standing before it—face-powder, lip-sticks, rouge, compacts, eye-shadow, mascara.

In the type of store where crowded stocks prevail, if all of the related products are grouped together, it is still possible to give effect to a central promotional idea.

The top of the counter is the most important point in a local store display. The psychology employed at the point of sale often either makes or breaks a line. If it is a cream line, the various sizes of jars, in their consecutive order, with the addition of astringents and lotions, should be placed on one side of the counter display. On the other side, the make-up items, with the same consistent step by step idea kept in mind. In the centre, before either the demonstrator or the saleswoman, *nothing* but booklets to be distributed, or, if it is a perfume line, a test-stand. The salesperson must be able to look directly at her prospective customer without anything to interfere with her line of vision, and she must have room to work, to open a jar of cream, or handle an atomizer or a bottle of perfume in order to explain or illustrate a point she will probably have to make.

Never place booklets, or test-stand too far away from the salesperson, where idle curiosity or fingers, before being stimulated into interest, may pick them up at random. No booklet should ever be annexed, or tester tried out by a customer, without some interesting information accompanying it. Many a jaded boredom has been appeased, and many a sale lost, which might have been productive of awakened interest, and a consequent order, if adequate information is disseminated tactfully, and alertly, whenever a prospective purchaser even pauses at a counter.

A whole volume might be written on window-displays, the necessary psychology to be employed and the harmony, composition, balance and rhythm used in planning them. Many windows violate every one of these tenets, so are passed by and the result is lost motion.

The manufacturer in planning his window displays should realize that the artistic and effective display of merchandise determines the high repute and distinction of a shop and his own products, quite as surely as it inspires desire and creates a demand among discriminating purchasers.

The technique which spells success in window display art is not an easy one to acquire, yet the elements which enter into it are as simple and logical as they are demonstrable.

### Psychology of Planning

Under this head, the first principle is that of the simplified association of ideas, restricted to one or two objects. The average mind of the passerby will absorb the contents of a window more readily if the process of elimination is theoretically employed. Then, too, the saleswomen are trained to apply this method in showing merchandise to prospective purchasers.

Next comes the choice of merchandise, and into this enters the logical association in the mind of the prospective buyer, of her individual needs and desires. Therefore the objects selected for display should show the *uses* to which the product may be put. Care exercised in this direction is productive of sales amounting to many hundreds of thousands of dollars a year.

### Composition

A window display, to be effective, both as to beauty and results, should indicate the value and saleability of the merchandise, as clearly as a printed advertisement.

<i>The Advertisement</i>	<i>The Window</i>
Art-work and head-lines . . .	Centre of Interest
Subheads . . . . .	Incidental Merchandise
Copy . . . . .	Component Parts
White space . . . . .	Distance Between Groupings

### Balance

Rhythm is an essential element here. Just as in architecture, one of the fundamental rules is the necessity for a base substantial enough to support an object, so a prerequisite of balance in window-display is to show enough of your object to attain a sense of solidity. Thus height is of primary importance.

Balance need not be symmetrical. In fact, it is frequently more pleasing if it is not. Symmetry may be monotonous, and if you achieve balance without this danger, you create rhythm, attain originality and secure interest.

### Harmony

Size, shape and contrast are all to be considered in correlation to each other, when harmony enters. This brings up a question often asked:—"Is it ever permissible to place one object before another?" It is, if you preserve at least three-quarters of the object partially concealed. Nor, need the outline be perfect. If it is broken, the effect is infinitely more pleasing.

### Color

So important in achieving color perfection are the elements of contrast and harmony. Texture and backgrounds must be carefully studied. Certain colors weigh more than others in their effect upon the mind. For example, you balance one spot of red, with three spots of medium green, yellow or blue, because frequently you have these colors in your merchandise. The three light tones are used for contrast. The red pulls the eye as much as the other three shades combined. And, also, for the same reason, merchandise should be shown against a contrasting texture.

### Lighting

One of the most important features of window display art is that of properly lighting them. Manufacturers should keep this in mind when planning their

(Continued on Page 162)



# Your Advertising Can Sell or Kill

*The Consumer's Money, Time and Face are  
Directly Concerned with Product Claims*

by RUTH HOOPER LARISSON

PERHAPS this is a good month for a backward glance on toilet goods advertising preparatory to launching into the more expansive programs, many of which are even now under way. Figures indicate a fifteen to twenty per cent increase in toilet goods advertising over the same period of last year. The fall promises a heavy line-age, probably the heaviest we have seen in many a day. It will doubtless be a stiffer battle for consumer dollars than the past seasons have recorded.



In the final analysis the manufacturer has just three methods of telling his unified, undiluted and direct story to the public; i.e., by printed or radioed advertising, by means of his package, and, of course, by the product itself. Uniformity of appeal cannot be obtained through the retail outlets for each store keeper interprets in his own way to his own clientele. Salespeople and demonstrators, with all the training in the world, give it their own personal interpretation. Publicity must be suited first to its medium rather than the product being publicized. Therefore, it becomes highly important for the manufacturer to co-relate these three avenues of approach to the public and make certain they are all three pulling together. They *must* present a uniform or single-purpose front if each one is to accomplish the greatest good.

And so advertising swings into action for a long hard battle. And advertising, we have learned to our dismay, while offering a great opportunity, can also be a two edged sword. I believe we have reached a crisis as to whether toilet goods advertising will retain consumer confidence for the industry or not. And every toilet goods advertiser will be to some extent responsible for the outcome of this crisis. I sometimes wonder how much more tearing down the reputation of cosmetics can stand! At least without permanent results. However, I do believe much can be accomplished from now on in the way of rebuilding and trueing up the foundation. In order to sketch briefly some of the most helpful points future advertising can cover we are forced to examine some of the most blatant abuses of present advertising.

In order to start at the beginning to study these abuses we must look to the two sources where they originate which are the manufacturer himself and his advertising agency. Sometimes the manufacturer has a personal grudge against a competitor . . . you know the rest! Frequently he has concocted some freak idea

which he believes will place a hindrance on every competitor and give himself the lime light. If it isn't a basically sound idea it certainly won't help his cause one bit in the long run. The manufacturer may insist on a destructive or scare appeal and there's nothing left for the agency but to use it.

Or, the agency has "run out of ideas." Of course they wouldn't admit it—but those are the facts. Seldom do the copywriters have sufficient first hand contact with the manufacturer and his product, and since the best copy themes can be traced to this close contact of writer and product, the agency as a group or machine goes stale. Again, an agency goes out to get a new account on the strength of a radically destructive campaign against his neighbor, believing such an approach will find a certain path to his heart and pocket-book. Bombastic knocking too frequently impresses the manufacturer.

I'll admit it takes a good copywriter to write strong, forceful and ALSO honest advertising, while the poor writers can grind out the yellow-sheet knocks at the rate of one a minute. That's a hint to be sure *your* copy is handled by an expert! Also, I believe too many copywriters spoil the broth, giving it a heavy undigested-ideas flavor, while one good mind unifies, gives force, power, punch and generally what it takes.

If all the copy slants but knocking have been used up, then advertising has shot its bolt and is no longer helpful but has become decidedly harmful. We know that advertising is not dependent upon destructive copy themes, exaggerations and downright lies. Lack of imagination is primarily responsible. It takes swift penetrating imagination to plan and execute good strong advertising. Yet there are plenty of people who can do it if they were only let alone and given a chance. It is true that a fantastic appeal may get fleeting attention from the public but it doesn't hold the woman's interest long enough to sell the goods and keep them sold.

If too many manufacturers through shortsighted greed insist on advertising which is untrue, destructive and unsound; thinking they are aiming it at their competitors they will inadvertently bring down the same criticism on their own heads, for once the consumer becomes suspicious of *one* cold cream she—feminine like—becomes suspicious of *all* cold creams! That's what men can't seem to get through their heads about women! If you sow the grain of suspicion for your competitor you must reap side by side with him and carry in the heavy harvest of suspicion. Feminine psychology being what it is, you might as well make the best of it and try to understand it a little better.

Women talk more freely to me about toilet goods



than to other women. They say, "You're in the business and you know, so tell me about so and so." I learn a lot from them. They ask questions, make comments, criticize, and praise. I answer their questions, I explain away their criticisms when possible and card index the rest for my own information. They know they aren't talking to be quoted and they say what they mean. I'm going to boil down all those women and give you a composite picture of them as one woman.

So here's Mrs. Composite Consumer Jones, she's a bit above average intelligence, perhaps, and her income allows her to spend a bit over average on toilet products which she has learned to select rather cautiously. She's no moron, remember; she's got common sense like most women when it comes to getting their money's worth. But the bloom is off the toilet goods peach for her because she's been disillusioned many times, as have all women, by the hollow claims which have been made for products. She picks and chooses now and is on the defensive when she reads about lines and wrinkles disappearing (she's over thirty-five) and that's the age when women begin to buy toilet preparations seriously.

Mrs. Jones is ready and willing to buy new products when I recommend them to her or when she is convinced by straightforward advertising that she isn't risking her money, time and face. She has no knowledge of chemistry or laboratory experiments but she has heard and read considerable of what the scientific world say toilet products can and cannot do for her skin. She has also her past experience to guide her. She won't park her commonsense outside the covers of the magazine but carries it with her from page to page. She is the judge and jury of your advertising. She sees a lot of magazines and reads a good many advertisements. Some are of products which she has used in the past and is still using or has discarded. She sticks her tongue in her cheek when she reads what some of the manufacturers are claiming for their pets for she knows differently because she has been the testing ground for them herself. But after seeing what they say about them she wonders if she could believe their story about a new product they might bring out!

After going through some magazines she clips about a half-dozen ads which don't insult her reason, common sense, experience or even imagination. Whether she is using these particular products today or not she is in the mood to go out and buy them and recommend them to others. She has greater respect for their companies especially because she is judging them against the background of so many other products whose claims are so wildly fantastic. Some of those she might clip as good appear in the illustration.

When she looks over toilet goods advertising in magazines she has the same feeling as when she arrives late at a party—dead sober—the other guests six rounds ahead and feeling S-W-E-L-L!

Laughing *with* an advertisement and *at* an advertisement are too very different things. And Mrs. Jones is laughing at you most of the time. Once in a while she stops laughing and gets a bit sore. That's bad! Here are some of the things she is always ready to criticize, laugh at or even get sore about, and always to your disadvantage you may be sure. After her hour's perusal of about a dozen magazines she feels confused, be-

fuddled and a bit heady. "Alice Through the Looking Glass" has nothing on *her*! If you can't believe two out of ten advertisements why on earth should you believe any of them? Of course some of them read like a vaudeville black-out while others are built up very logically. But somehow in the back of her mind she remembers she learned in school that logic is very treacherous unless it starts from a sound premise, and all the step-by-step building up process is no more than a house of cards which will crumble at the first thrust of fact against the foundation.

She finds two ads which point the finger of shame at poor skin color, one says; "that faded, dingy tone which skin so often acquires is really caused by lack of certain color notes in it." The ad goes on to say that this powder will supply the lack of tone. While the other claims this cream "cleanses the skin so thoroughly it does away with that grayish cast caused by embedded dirt." Now I ask you, is embedded dirt or lack of color notes the cause for dull grayish skin? Mrs. Composite Consumer Jones has a fleeting feeling that perhaps her skin is drab and dull. She wonders if its best to overcome it by the use of the "correct" cream or simply cover it up with the "correct" powder while the truth of the matter is that she probably has a sluggish system, needs a change or diet, more exercise, more drinking water, and heaven knows what not, all of which things should be recommended by a doctor. A healthy body is still encased—in the year 1935—in a healthy skin and a drab, dull, dingy or grayish cast skin is not and never has been considered a healthy skin. She thinks these things over. Her bone of contention is not that the products are necessarily below par but their method of presenting themselves creates so strong a conflict in her mind that she decides she better stick to her X-Y-Z routine after all.

Here's another ad she reads; "You can see for yourself the dramatic difference between this new silk-sifted powder and unsifted powders." Her commonsense and experience rush to the rescue. She has never bought or used an unsifted powder. She knows that today practically all powders are not only sifted but silk sifted because that has proved to be the surest, simplest method of manufacturing face powder. "Ump," she says, "If that's all the advantage *that* powder can claim it can't be so hot." The powder is probably as good as any other, but its presentation doth protest too much.

Now here's where she gets hot under the collar! Lines and wrinkles, lines and wrinkles! How many hours she has spent trying to remove them! Some one was smart enough in a beauty salon to explain to her honestly once that she mustn't give up her fight against them. Nor must she be discouraged because they didn't fold their tents like the Arabs and as silently steal away. She learned that daily care *arrests* them, sometimes lessens them slightly, but never entirely disposes of them. So she reads in a face cream ad, "lines and wrinkles disappear." She passes on through the pages unmoved. Another says, "Quickly reduces wrinkles and other age signs." Turn the page Mrs. Jones, you've seen that side show before and you don't think it's worth your time to sit through it again. Another reads, "lines and wrinkles disappear." "Pouring water through a sieve thinks Mrs. Jones to herself. As a matter of

fact, if lines and wrinkles disappeared as often as promised there wouldn't be any left for the next batch of cream to work on until the next generation grew up! And the next generation learns early these days that there isn't any Santa Claus!

She skims on through the pages, "A new secret ingredient which nourishes" (although it doesn't say what it nourishes—maybe if it were fed internally to nice little white mice it would nourish them). Now Mrs. Jones, we're going around a sharp curve, so hang on tight and keep your seat. This ad says "It supplies Vitamin D direct to the capillaries." It gives no medical, laboratory or scientific authority's explanation for the statement and since Mrs. Jones isn't on speaking terms with her capillaries to ask them about it she takes the bump on high and proceeds. Her nerves are getting a bit edgy but she's got courage! She tries to relax a little for here's a perfume ad. Some day those perfume ads are going to say something to their readers and Oh, what a happy day *that* will be! This perfume promises her "A new emotional ap-

## The Answer to Age at all Ages!

... Youth and Youth alike are besotted by these three famous Harriet Hubbard Ayer preparations... there is no age limit for using them... there is only the age limit that comes from using them... they are the answer to age at all ages, to those who are young and to those who yearn to be young... these creams that speak to one to two generations that dream in one... enabling daughters to retain their youth and mothers to postpone their years... for, that still retains the greatest compliment that can be paid to two generations of women... and that is the compliment women have paid these Harriet Hubbard Ayer preparations during two generations of use.

Lessons for Choosing  
Skin & Tissue Cream for Vitality  
Beautifying Face Cream for Radiance

THREE AFFINITIES OF A PERFECT SKIN



HARRIET HUBBARD AYER, INC.  
111 AND THIRTY-NINTH STREET, NEW YORK  
*Beauty Preparations*

PARIS PROPOSES  
*Spring Colors*

... and Blanche Arden disappears of any reflection you may have in waiting time, with a series of make-up schemes. Paris is always on the latest step from Paris, due to prepared to be things to your skin, your eyes, your lips and your hair... and each each of the new make-up... and each each of the new make-up... and each each of the new make-up...

CHANEL... ETERNAL SPRING

Set out there to be lovely... here in Spring... everything new... tend longer... pale blue sky... darling young clothes... faithful hats... Make a new—a different You—and make a change in perfume to anticipate the picture. Then be Chanel's exquisite perfumes—on delicate and flippable at Spring itself.

CHANEL

Chapped busy hands made thrillingly smooth with **HINDS**

For these hands, this is why Hinds is better. It is a beautiful hand cream. When you rub it on, it makes the skin deeply soft, feeling wonderful after it wears off. Use Hinds after soap and always at night, to restore dulling smoothness quickly. Soft and supple skin, a little more to the skin.

**HINDS**  
Honey and Almond  
**CREAM**

THREE WARNER BROS. STARS  
*Reveal Hollywood's New MAKE-UP*

"Winter Here to Enhance Your Beauty in Famous New Stars"

Max Factor, Hollywood

DRY SKIN today... WRINKLES tomorrow...

FRANCES DENNEY

Beauty Preparations

111 AND THIRTY-NINTH STREET, NEW YORK

peal"—but psychologists shake their heads; they too, would like to discover a new emotional appeal! (I'd like to, myself!)

Here's another, "Most lipsticks either paint or stain—they have ugly purple undertones." Mrs. Jones runs her tongue over her brilliantly rouged lips. She recalls a dozen different lipsticks she's used in the last months none of which had any purple undertone at all, and if a lipstick is to be permanent it will just have to stain the lips or it will smear and rub off when Papa Jones bestows the husbandly kiss. Well, the lipstick may be swell but she can't get excited over it on *that* basis!

"My mother taught me my lesson about pyorrhea" reads the caption. The copy doesn't refer to their assumed promise they will cure it but oh how insincere a caption! Another "umpf" from Mrs. Jones . . . "Your gums need massage—and they need 'blank toothpaste.'" What was it her dentist said, teeth are only aided *aesthetically* by cleaning, and how gums are still taking care of themselves if the system is healthy, thank you.

"The teaching of the modern dentist is this—pink tooth brush and a lovely smile rarely go together." Well she better find a new dentist for her's never taught her that; he's behind the times. These dentist people really ought to read advertising and improve their education, they might go so far as to call themselves "Smile Doctors" since pink tooth brush and a lovely smile rarely go together.

Here's another indication that science *must* seek advertising if it wants knowledge. A startling announcement for Mrs. Jones' curling lip to register (remember she is bringing up four healthy children) a mouth wash ad says the "New Test for bad breath" is looking at the tongue. When *didn't* people look at the tongue? They must have dug that caption out of the medical books of the Paleolithic library, it's so old! And even at that, the appearance of the tongue isn't the final criterion of bad breath even a horse doctor can tell you. Mrs. Jones is growing a bit bored. Ah, here's an important looking foreign doctor making a weighty statement, "Astonishing results—the results of treatment with the newly discovered 'blank' product are astonishing." *What has* the "famous" doctor said may she be so bold as to ask? Astonishment is sometimes a nice emotion but it is hardly a concrete enough promise to send her to the store for the product since astonishment can originate from so many different causes.

Here's a serious situation, the caption reads, "Are married women afraid to face facts?" "What else have they to face?" comments Mrs. Jones to herself. The ad tells about how many women's lives are being ruined because of their lack of knowledge of feminine hygiene. This one puzzles her. Mrs. Jones is the confidant of plenty of other married women, young and old, but this has never been one of their problems. Up goes Mrs. Jones curling lip. The newspaper reporters must be missing some marvelous sob-sister stories for the tabloids and even the divorce courts should be gathering in at least a share of these unfortunate women. "It's the bunk!" says Mrs. Jones, a phrase wisely borrowed from Junior's vocabulary.

Thank you Mrs. Jones. We've had a very enlightening half hour with you and maybe we'll profit by your reactions. You can continue to look after your home

and family and buy whatever cosmetics and drugs appeal to you while we will return to our frantic search for more bunk to tempt you with. Black out Mrs. Jones.

Now, then, Mr. Advertiser, the fact that such copy is being published and read by prospective consumers is what counts. You're killing the goose that laid the golden egg. These were merely typical advertisements current in any periodical today. There are plenty more worse and plenty more even less amusing, but all insulting the consumers' commonsense and intelligence and further weakening her confidence in advertised products. In not one instance were these quoted excerpts essential for the purpose of writing a good advertisement. Running out of ideas, Mister? There are plenty of swell ones lying around vacant, yours for the taking. Why not try the kind that convince women and tell them the truth?

### Women Like Definiteness

Women like to read ads that begin at the beginning and don't leave vague gaps to be filled in after from some isolated little spot in the ad—or worse, to be found out only when the product is bought and tried. When a cream is good for cleansing say so right in the beginning—or whatever else its main purpose of use is—From the first sentence women should have something concrete to visualize. Then they can picture using the product themselves and their imaginations work along side by side with your copy leaving a definite constructive picture of its use and results when they are through reading. That's what they want.

Why not tell them the same things in your advertising which they incessantly write beauty editors for? Facts about products! Facts about the use and results of using products! Not imaginary fairy tales. They finished with those when they put up their hair and lengthened their dresses. And they don't want Blue Beard scare copy either. It doesn't leave a pleasant taste in the mouth. They don't want to use a product for beauty's sake which is fear inspired. Even psychology will tell you it cannot perform as efficient results if the mind connects it with fear.

Always answer their questions in toilet goods advertising. By that I mean anticipate their questions if you want women to buy more of your products and retain their confidence in toilet preparations. Here are the main things they want to know:—what the product is; how it is used; what will it do; what outstanding advantage has it (be honest in this one for your own good). Is there anything left you haven't told them in order to paint a true and complete picture of the product in use? If so, get it in, in its proper point of continuity.

Minds don't like to jump around an ad like Eliza crossing the ice to find their own path of continuity. Showing the package is very important. When the picture of the product is left out it seems to be generally because the caption and copy indicate the ad is going to be about something other than the product. And when the art work is an over-retouched photograph such as those used for eyelash growers and mascara

(Continued on Page 157)



# May Take Up Copeland Bill

*Senator Still Objects to Changes in Measure but  
Others Interested May Call it Up*

by FELIX J. BELAIR, JR.

WASHINGTON, May 12.—That hardy perennial, the Copeland Food and Drug Bill, seems due for another attempted comeback despite the series of maulings that have marked repeated efforts to get it through the Senate. A month ago, after the last of these legislative trouncings, it was recorded in these columns that the bill was apparently further from passage than when Congress went home to repair political fences last summer. That estimate was privately sanctioned by no less an authority than Senator Copeland himself, chief sponsor of the measure.

It had just been dragged, battered and gasping for breath, from the floor of the chamber after having suffered a terrible lacing at the hands of Senators Bailey and Clark. To save it from almost certain death by being recommitted to the Commerce Committee, the bill had been placed back on the legislative calendar to await its turn among scores of others.

Much can happen to legislative prospects in a month at the nation's capital, however, and much more than usual seems to have occurred with respect to the Copeland Bill during that just passed. Your correspondent's surprise may be imagined, therefore, when he heard last week from Senators Copeland, Bailey and Clark that the Food and Drug Bill was far from being a dead issue for the present session and that they would be much surprised if it did not again come up for action within two weeks.

The latter two gentlemen who come, incidentally, from "proprietary districts" of North Carolina and Missouri even seemed anxious that the measure be at long last approved and sent on its way to the House of Representatives. It is too early to appraise accurately developments that might have had a bearing on the sudden change in prospects. One thing is, however, reasonably certain. Certain gentlemen of the Food and Drug Administration, including W. G. Campbell, have been working overtime.

## Copeland Objects to Changes

Senator Copeland explains that he has done nothing to make the bill more to the liking of Messrs. Bailey and Clark and their less outspoken allies in the Senate. He told *THE AMERICAN PERFUMER* today that he will not take the initiative in trying to bring it back to life and that if it is again called up for consideration, either Senator Bailey or Senator Clark will have to do the calling.

Applying the standards usually governing the actions of members of the Senate, Mr. Copeland is hardly to be condemned for his decision after seeing his party associates manifest so little sympathy with his recent

efforts to protect the Administration measure from mutilating amendments.

Mr. Copeland further explains that since the bill suffered its last defeat, the Bailey-Clark combination have supplied him with a series of "technical" amendments to the bill, all of which are acceptable to him.

## Multiple Seizure Plan Changed

Their cumulative effect, according to Senator Copeland, is to prohibit multiple seizure of products coming under the proposed law except in cases where the health of citizens is involved. Although somewhat reticent about the subject, the implication one obtained from the Senator's remarks was that multiple seizure would not be authorized in instances of fraudulent claims or misbranding.

Cases arising in the latter category would be subject to court trials before seizure of more than one lot of the articles allegedly misbranded would be permitted. This, Senator Copeland explains, is in no way inconsistent with the position he has held and, after all, the Secretary of Agriculture, would be empowered to define what involved the health of citizens.

As for Senator Clark, he disclaims credit for having drafted any amendments and the same may be said for his colleague from North Carolina. The work was all done by the Food and Drugs Administration which, according to present plans would have jurisdiction over regulation of advertising as set forth in the original Copeland bill.

This is not altogether to the liking of the opposition Senators but Mr. Clark, at least, says he will accept it if it appears to be the will of the majority. Of course, he feels that such regulation is more properly a function of the Federal Trade Commission.

## F. & D. A. Favors Measure

The attitude of the Food and Drug Administration as represented by those familiar with its way is that the measure, with the additional "technical" amendments, is better than no bill at all. The opposition seems to have been placated and Senator Copeland will get credit for the first constructive revision of the law since enactment of the now outmoded statute.

Thus, everyone appears to be satisfied and happy for the present. Whether this situation will prevail after the amendments have been more thoroughly analyzed and understood can only be guessed at. But since they come from the agency to be charged with carrying the new law into effect, if and when it is enacted,

(Continued on Page 127)



## New Products and Packages



**L**ELONG'S novel and pleasing "Carrousel" is one of the features of this month's section. Four perfumes and a cologne are included in the unusual package. McKesson & Robbins, Inc., is introducing "Albolene Solid" in a black-and-white labeled jar for the care of the skin. West Point Laboratories offer a hair tonic with strikingly designed label showing a cadet in dress uniform. "Noblesse" water soluble complexion cream is the latest development of Mary Lawton Boardman. It is being distributed by special deal in Metropolitan New York territory. The "Bamboo" cologne to accompany the perfume of the same name has been launched by Parfums Weil. The bottles cleverly simulate bamboo stalks and are capped by pagoda shaped composition closures. The label is a tiny band of gold with black lettering at the "joint" in the bottle.

**T**HE second page shows the Barbara Gould "Home Treatment Set" fitted with trial sizes of five Barbara Gould preparations and a supply of cleansing cotton. Yardley's new items for the summer trade are a "Suntan Oil" and a "Sunproof Lotion." The former has a handy and attractive carrying cord of woven straw. Closures on both bottles have a bee in relief in old ivory finish. Rita Carlsen's latest item is a new beauty cream called, "Kiss of Youth." Jar and metal closure are white and the label is decorated in delicate shades of rose and green. Lesquendieu offers three "Tussy" creams in a partitioned jar of black, the color scheme of the "Tussy" line. The jar is cleverly designed following an idea first advanced by Ruth Hooper Larsson in an article in this magazine. Ar. Winarick has developed an excellent merchandising idea in the form of a combination offer which gives a bottle of "Herpicide," one of "Herpicide Shampoo" and a rubber massage applicator at a combination price. Otten Products Co., Detroit, offer "Opco" toothpaste in a new tube called "Nokap," designed by its company and patented by its president. The closure device consists of a plastic ball which can be opened and closed by a flick of the finger.







# Editorials

## Should the Code Be Extended?

THERE has been quite general agreement among manufacturers of toilet preparations that the NRA Code for the industry has been productive of many salutary changes in merchandising methods. Despite the fact that the actual enforcement of the code has been in effect but a comparatively short time, numerous reforms in trade practices have already been virtually accomplished and there is excellent prospect that others will be effected in the near future.

It seems hardly necessary to recount the benefits to toilet preparations merchandising which have followed the adoption and enforcement of the code. Of principal interest, perhaps because it was

### Code Benefits

the most controversial point at issue, has been the elimination of the hidden-demonstrator evil. For many years the industry struggled with this problem and as long ago as 1922, there was threat of a serious split in its ranks due to efforts to control the work of demonstrators. Under the code, demonstrators are badged and thus identified and everyone, including the houses that feared the result of definite action on this question, seems pleased at the result. Retail outlets share in the general endorsement of this corrective measure.

The growth of special payments to retail stores or to employees of retailers for various services, either rendered or supposed to be rendered, had been another troublesome and costly feature of the toilet goods business. The code has not banned these payments but it has, in general, brought them into the open through the open price provisions. In this way many of the evils which had grown up about the system have been remedied, while manufacturers have, at the same time, maintained freedom of action in the sale of their goods.

Less progress appears to have been made on the matter of unfair or misleading advertising. It is a matter far more difficult to administer and perhaps impossible of complete control under the code set-up. The efforts of the Code Authority along this line, however, seem likely to have some success in control of the worst cases. Some progress has already been made although it is not

as rapid as friends, both within and without the industry, would like to see.

What is likely to be the result of re-enactment of the N.I.R.A. in the revised form which now seems probable? What would be the result should Congress permit the law to lapse entirely, a rather remote but still distinct possibility?

In the first contingency, it is probable that all codes would be strictly limited to interstate commerce, and that any attempt at price fixing would be barred.

The code of the toilet preparations industry, fortunately, contains no price fixing provisions. At the same time, it is perhaps unfortunate that the enforcement of many of the trade-practice provisions depends almost entirely upon the open-price provisions of the present code. In fact, the regulation of payments to department stores for real or supposed services lies wholly in the fact that contracts involving such payments must be made a part of the prices filed with the Code Authority, and thus be open for inspection by competitors or retail outlets at any time.

It is possible that the open-price provisions of the toilet preparations code might run afoul of a legal ban on price fixing. They are not in fact price fixing, but it is easy to see that they might be so interpreted. Would it not be well then to consider the possibility of a ban on open price provisions and to make some study of other methods by which a similar result might be accomplished should the open price measures come to an end on June 16?

Limitation of the codes to interstate commerce *strictly* and not to matters *affecting* interstate commerce is another possibility. Should this be the law upon expiration of the present N.I.R.A., some further difficulties might arise.

### Interstate or Intrastate

Inasmuch as all trade practice provisions of the toilet preparations code apply to interstate commerce, the bans on unfair practices contained in the code would doubtless stand. At the same time, the industry might be faced with a revision of the method of accomplishing the desired reforms. Again the

## OUR ADVERTISERS

BENJ. FRENCH, INC.  
New York

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: We take this opportunity to express our satisfaction at the results obtained through our advertisements in the AMERICAN PERFUMER. We wish also to thank the members of your staff who have repeatedly assisted us with their friendly cooperation. We greatly appreciate this service which has been very helpful to us in meeting the advertising and technical problems which come up from time to time.

With best wishes, we remain

Very truly yours,

BENJ. FRENCH, INC.

CHAS. D. EDWARDS.

open price provisions might come under attack as not *applying* to interstate commerce but merely *affecting* it. While the United States Supreme Court would eventually have to pass upon any definition of interstate commerce, and its decisions are impossible to forecast, especially as the Court is made up at present, might it not be well again to consider the possibility that the open price provisions may fall?

It is even possible that the Court might hold manufacturing companies as not actually engaged in interstate commerce, especially those which sell their entire output to a sales or distributing company, the transaction being within the borders of a single state. Such a decision would release manufacturing companies from the hour and wage provisions of the codes under which they had been operating. It would involve a rather fine legal distinction and to many seems a very remote possibility. Nevertheless, it is a possibility.

In the other and more remote alternative of complete failure to extend the N.I.R.A. after expiration of the present law, quite a different situation would be encountered. We would then have no *legal* code at all and no *official* and *legal* enforcement machinery to continue the work which has proven so satisfactory to practically the entire trade.

It seems hardly possible that the industry, having had brief experience with the benefits of controlled competitive methods, would willingly return to former conditions. While there have been difficulties and perhaps inequities under the code system, general trade conditions in toilet preparations have certainly tremendously improved. The industry surely would not surrender these gains even

Keeping  
the Gains

should the Federal government refuse further co-operation along these lines.

Here there are two possibilities. The industry might be governed by a series of state codes enacted by the several legislatures and setting up hours and wages and fair trade practices. This would, indeed, be cumbersome and difficult, especially since it is highly improbable that these state laws would be uniform, nor is it probable that the legislatures of all, or even a substantial proportion of the states would pass such laws.

Perhaps it would be difficult to enforce a voluntary code. Probably a few houses would fail to co-operate completely. However, a voluntary code embracing the fair practices embodied in the present code would have behind it the sanction of virtually the entire industry. It seems probable that this would be sufficient to bring compliance in all but a negligible number of instances. The force of public opinion as represented by the vast majority of the member houses in the industry would be perhaps a more compelling reason for compliance that would the efforts of a Bureau in Washington.

With Congress about to consider extension of the Recovery Act, or its abandonment upon expiration less than a month from now, it would seem that the industry should consider these contingencies most seriously. We do not want to abandon our gains. To preserve them it may be necessary to take steps in which the best minds of the entire industry must co-operate.

## Action on Clean Advertising

ELSEWHERE in this issue there appears an article by Ruth Hooper Larisson, describing and discussing some of the recent magazine advertising of the industry. By a happy co-incidence, proofs of this article were on our desk at the moment when Columbia Broadcasting System, launched a new policy designed to correct some of the obvious evils of radio advertising.

We can scarcely be accused of conspiring with the publishers of "Skin Deep" when we accord our very hearty approval to the new rules of the Columbia System and at the same time call the industry's attention to the fact that not all of its magazine advertising is of a character to inspire confidence.

In the future Columbia will not permit children's programs to offend the sensibilities of anxious parents as some commercially sponsored broadcasts undoubtedly have in the past. It will not permit broadcasts which present medical topics in a form not usually considered acceptable in social groups. And it will strictly limit the time consumed by commercial announcements on all programs.

We salute Columbia and commend its example to other broadcasters and to the publishers!

# Soviet Essential Oil Development

*A Report on the Progress of Russian Cultures  
in the Trans-Caucasus and Other  
Sections, Especially on Geranium*



AFTER THE GROUND IS PREPARED—



AND THE PLANTS STARTED UNDER GLASS—

THE development of a comprehensive and self-contained essential oil industry has been one of the principal agricultural efforts of the government of Soviet Russia under the "Five Year Plan". A considerable degree of success, especially along certain specialized lines, has been attained. Through the courtesy of the All Union Scientific Research Institute of Humid Subtropics, the governmental division which has charge of this work, it is possible to present a summary of the work in progress and some details regarding the cultivation of a few of the essential oil crops. The illustrations for this summary and the official data from which it has been prepared were also furnished by the Institute.

Prior to the Russian revolution and the overthrow of the Czarist government, practically nothing along



THEY ARE SET OUT IN THE FIELDS—



AND A GOOD STAND SECURED



HARVESTING IS DONE BY HAND—



the line of cultivation of essential oil plants had been undertaken. A few native plants such as anise and coriander were grown and small quantities of these oils were prepared but imports of essential oils and perfume materials ran on the average 6,000,000 gold roubles annually, while exports were principally of the seeds themselves and not of oils.

As an illustration of the work now being done, geranium, in which probably the greatest progress has thus far been made, may be taken as an example. The entire geranium development dates from the accidental discovery by a scientific worker of a single plant of geranium (*Pelargonium Roseum*) in a tea room at Sukhum. This was in 1924 and from that time until 1928, numerous experiments were carried on in the culture of the plant, its propagation, wintering, harvesting and other matters.

### Commercial Work on Geranium

The actual commercial production of geranium oil dates from 1929, after experiments had determined the areas best suited to its cultivation and that the plant would have to be cultivated as an annual rather than a perennial. Since that time, there has been a very rapid development and in 1933 an area of 893.3 hectares was under geranium cultivation in the following districts: Abkhazia, 751.8 hectares; Adjaristan, 91 hectares; West

Georgia, 40 hectares; North Caucasus, 10.3 hectares and Middle Asia, 6 hectares.

During the entire period the yield of geranium oil has been steadily increased. At the outset, the best yield obtained was 13.34 tons of the plant and 18.51 kilos of oil from one hectare, but in 1933 in the Regar development in Middle Asia, the yield was 38 tons and 57.76 kilos of oil from one hectare.

The plants are produced not only on the property of the co-operative producers of the oil but are also purchased on contract from individual growers and co-



AND TRUCKED TO THE FACTORY—



WOMEN DOING MOST OF IT—



UNLOADED AT THE STILL—



THE PLANTS ARE LOADED—



WHICH ARE CHARGED WITH PLANTS



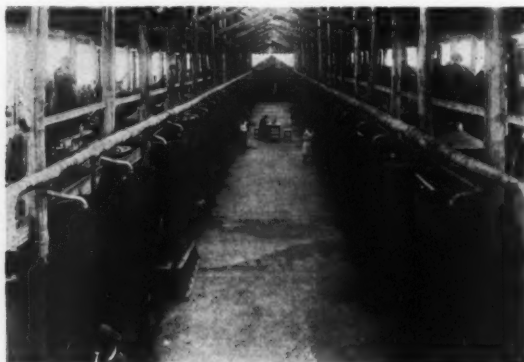
operative agricultural developments. The cost of the plants to the oil producers are for a ton of the plant, 275 roubles, 80 kilos of wheat, 1 kilo of sugar and 2 kilos of vegetable oil. From this some estimate of the cost of the oil may be secured. In addition to this payment for the plants the producer of the oil agrees to furnish necessary plants for propagation, fertilizer and other items necessary for its successful culture.

The oil is said to be of good quality and samples analyzed by Prof. Rutkovski and Makarova-Zemlianskaya show the following content:

	Per Cent
Terpenes with boiling point of 175-176 C . . . . .	approx. 1.00
Citronellol . . . . .	54.60
Geraniol . . . . .	1.02
Linalool . . . . .	5.48
Menthyl . . . . .	3.90
Sesquiterpenes and sesquiterpene alcohols . . . . .	approx. 1.00
Tiglinic and other acids, principally in form of esters . . . . .	12.00

### Other Aromatic Plants

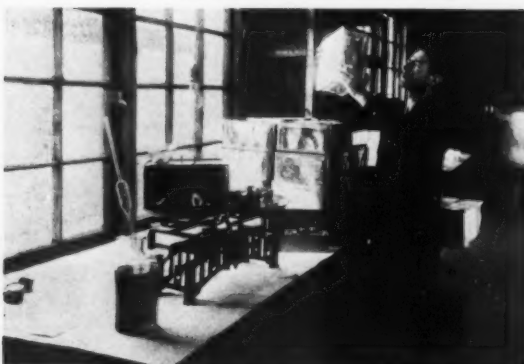
In addition to the cultivation of geranium, marked progress has been made in other aromatic plants. Under



THE OIL DISCHARGES BELOW—



AND GOES TO THE LABORATORY—



FOR TESTING AND PACKING



VERBENA IS ALSO GROWN—



AND BITTER ORANGE FOR PETITGRAIN—



ROSES AND OTHER FLOWERS

the Czarist regime, production was limited to about four essential oils and these in small quantities. There are now being produced some 42 kinds of essential oils and the total production in 1933 of all oils amounted to nearly 450 tons.

There are now 52 specialized co-operative oil producers having a total area of 280,000 hectares under cultivation, and in addition, co-operative agricultural developments, furnishing raw plant material account for 138,000 hectares more. Distilling facilities have been materially increased until there are now 42 distilling plants having a total capacity of 915,000 litres of various oils. Native plants, of course, predominate in these cultures.

Plant protection from insect and other pests forms an important part of the work and much research has been done looking to the development of better methods of pest control, including spraying, dusting and other approved methods.

### Various Other Oils

Another crop of growing importance is the bitter orange (*Citrus Bigaradia* Risso) which is cultivated principally for the production of petitgrain oil. For this purpose the plants are arranged in the form of low windbreaks or hedges and cuttings from these are utilized for oil production in the same stills used during the season for geranium production.

Tung oil trees have been planted with considerable success and a growing yield from these cultures is reported. Considerable work on artificial pollination of these trees has been done. The avocado is also receiving considerable attention. Cultivated principally for use as a vegetable or salad, work on oil production is also being done.

Grapefruit trees are being grown in increasing numbers. The Duncan, Natsu-mican, and Sheddock varieties are recommended as best for the particular climate, with the Natsu-mican, especially encouraged because of its qualities as a source of grapefruit oil.

Other cultures in which constant experimentation is being carried on with some degree of success are the jasmine, iris, verbena (*Lippia citriodora*), and rose. Further and detailed reports on the more important of these are promised.

## May Take Up Copeland Bill

(Continued from Page 119)

little opposition is expected from within the Democratic majority.

It may be that the Proprietary Association, which has opposed the Copeland Bill from the time it was first introduced, has still to be reckoned with. On the other hand, there are indications that Senators who have been most vigorous in their opposition to the measure are beginning to weary a bit under the "patent medicine" label that some have attached to their tactics. Justly or otherwise, it has been openly asserted off the floor of Senate, of course, that the location of the Vick Chemical Co. in North Carolina and of the Lambert Co., makers of "Listerine," in Missouri may have had considerable to do with the attitude of certain Senators from those states.

A possible explanation, offered by those friendly to

the Copeland Bill, is that the overwhelming resentment of the responsible factors of the food, drug and cosmetics trades, to apparent efforts to kill the measure may have had considerable to do with the improved prospects. Another suggestion is that manufacturers who thought themselves placed at a competitive disadvantage by the original multiple seizure provisions now see no cause for alarm in view of the proposal that this procedure be confined to articles involving the health of the individual.

## Toxicity of Aliphatic Alcohols

*The Toxicity of Normal Aliphatic Alcohols I*, by R. Darnley Gibbs (*American Journal of Botany*, XXI, 1934, 645-650).—The author reviews the work of Macht and Meyer who used eighteen aliphatic alcohols in determining the toxicity of these on *Lupinus albus*.

The author states that according to Richardson's law the toxicity of normal aliphatic alcohols increases regularly with the length of the carbon chain. The author also states that according to other beliefs this toxicity is trebled for each  $\text{CH}_2$  group, giving the so-called Traub series.

In the author's experiments the seedlings of *Lupinus polyphyllus alba*, *Pisum sativum* (Alaska), *Cucurbita Pepo* and *Helianthus annuus*, as well as suspensions of yeast were used. The author employed the same medium used by Macht and Meyer, i.e., solutions of alcohols in Shive's medium. It was later found that tap water could be substituted for Shive's medium and this was used in subsequent experiments.

Gibbs finds general toxicity increases up to undecyl alcohol, while dodecyl and cetyl are practically innocuous. Other workers did not note the low toxicities of hexyl, heptyl and octyl alcohols. Gibbs finds that there is an actual stimulation of growth by lower members of the series, which will be studied later. Gibbs then tried to correlate toxicity of the aliphatic alcohols with surface tension of their water solutions and found that only solutions of nonyl, decyl and undecyl alcohol were toxic in 24 hours. With the exception of dodecyl, which was non-toxic, this correlation was established. In using yeast cells in place of seedlings, Gibbs finds that there is a decided stimulatory effect by early members of the series—the effect extending to heptyl alcohol.

Gibbs summarizes his experiments as follows:

"(1) The relative toxicities of dilute solutions of thirteen normal aliphatic alcohols (as measured by growth of roots of *Lupinus polyphyllus alba*, *Pisum sativum*, *Cucurbita Pepo* and *Helianthus annuus*), have been determined.

"(2) The results are not in agreement with those of Macht and Meyer for *Lupinus albus*.

"(3) Surface tension and toxicity are closely correlated for the most part, but dodecyl alcohol (with a surface tension of 0.64 relative to water), is practically non-toxic.

"(4) Respiration of yeast in the same alcohol solutions has been studied. There are indications of stimulation by early members of the alcohol series, marked depression by solutions of octyl, nonyl, decyl and undecyl alcohols, and practically no effect in the case of dodecyl and hexadecyl alcohols."

# Radiant Energy and the Skin\*

by HERMAN GOODMAN, B.S., M.D., New York

*Author of Basis of Light in Therapy, Rational  
Pharmaceutical Treatment of Common Skin Diseases, Etc.*

**A** CCEPTING the average person—white in color—previously not exposed to pigment producing irritation—and susceptible to pigment formation, with brunette rather than blonde make-up, exposure of the naked skin to summer noon sunlight at the beach for several hours results in a redness of the exposed parts. The redness appears several hours after the exposure to the sunlight. The skin is slightly swollen. The color is definitely pink or red. Pressure causes pain.

The pain and swelling subside. The redness persists, but two or three days later, a different tone color appears with the diminishing pink color. If the reddened skin is pressed upon with a transparent piece of glass, one detects a brown persistent coloration to the skin. The sunburn has apparently produced the suntan. Not all the skin exposed to the sun reacts in the same degree. Some parts of the body redden and darken more than other parts despite equivalent sun exposure.

Repeated sun exposure does not result in repeated sunburn although the tanning may increase progressively. In fact, it is possible to suntan without the initial sunburn.

Whether there is or is not a diffusive sunburn and subsequent suntan, certain parts of the skin assume a darker hue. The skin is freckled. There is localized collection of pigment. Blondes who do not suntan respond to sun exposure with freckles, much to their disgust.

It is interesting to know that certain areas of skin which were not exposed to the sun's rays also show freckles. For example pressure as from a corset stay, can cause freckling of the abdomen.

Long continued or repeated exposure to the ultraviolet of sunlight causes definite changes in the skin. This is evidenced by the exposed skin of policemen in the cities, farmers in the country, golfers in the suburbs,

and sailors at sea. Thickening of the skin accompanies the change in color.

## Unusual or Abnormal Response to Light Energy

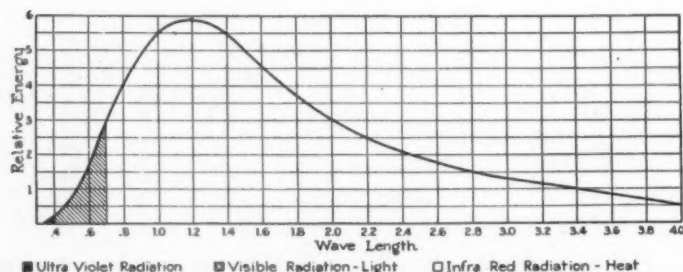
The list of skin diseases in which exposure to radiant sunburning and suntanning rays are supposed to have an influence is very impressive. It includes such conditions as pellagra (lack of proper vitamins is the exciting cause or contributory cause); lupus erythematosus (infection of the teeth or tonsils may have a share in this condition); lupus erythematosus disseminatus (this usually is fatal); hydroa aestivase (recurrent summer eruption); xeroderma pigmentosa (leads to skin cancer in the very young) and many nondescript conditions of the surfaces of the skin exposed to the sun. Unclassified abnormalities of the skin of the back of the neck, the cheeks, and the backs of the hands have been placed in the group of diseases caused by exposure to the solar rays.

Is the sun radiation alone responsible for these unusual or abnormal responses? Must there not be present some factor within the person? One such factor has been associated with certain of the unusual responses of the skin to sunburning ultraviolet. That factor is the association of these by-effects with a chemical found in the urine. This chemical is allied to decomposition products of hematin. As far as the experimental sensitization of warm blooded animals is concerned, hematoporphyrin has the most intense photodynamic sensitization known. Crude porphyrin isolated from various sources also has a sensitizing effect on red blood cells. Crystalline chlorophyll and crude chlorophyll also have positive sensitizing effect on red blood cells.

Light effect diseases in human beings are not constantly associated with the presence of hematoporphyrin. The number in which this association does occur is significant.

## Excitants to Sunburn

Certain medicines taken by mouth or injected by vein are held to be responsible for the appearance on the skin of unusual manifestation after sunburn and suntan. Certain medicines are more prone to excite such eruptions than other medicines. The iodides and bromides taken by mouth have excited unusual eruptions following sunburn. The popular coal tar



DISTRIBUTION OF ENERGY FROM A MAZDA LAMP

\* Continued from the April, 1935, issue.

derivatives used for headache and nervousness are also active in causing unusual sunburn eruptions.

Workers in certain industries dealing with coal tar have been reported as suffering with reddened skin at the exposed sites of face, neck, hands and forearms—the areas ordinarily exposed to sunlight.

I wish to mention one example of internal application of sensitizer. It is well known among husbandmen that if the animals eat buckwheat or ergotized rye, they develop peculiar symptoms in sunlight and not in the dark. It was also found that only non-pigmented areas of skin evidenced the skin symptoms of redness, itching and swelling. Pigmented areas did not show these symptoms. Some fluorescent portion of the buckwheat is held to be directly responsible for this light sensitiveness. An animal may eat the buckwheat, be kept in the dark for several weeks before being exposed to sunlight and will still show the evidence of sensitivity. Severe illness, convulsions, and death may follow this type of buckwheat-sunlight poisoning. Remember, please, that *neither* the buckwheat *nor* the sunlight *alone* cause any discomfort. We have equally proven cases of sensitivity by internal administration among human beings.

### External Sensitizers

In the form of the external application of sensitizers, I will give brief mention of recent experiences in the treatment of psoriasis. This is a scaly skin disease affecting about 4 per cent of cutaneous patients. Its cause is unknown, its treatment varied, its cure not promised. Neither the application of crude coal tar, nor the exposure to manufactured sources of ultraviolet (as the mercury vapor arc in quartz) help remove the symptoms from the skin of psoriasis. Yet, a film of coal tar *and* exposure to the radiation of the lamp results in amelioration of the skin lesions.

We can multiply examples along these lines but will desist and offer primary principles. The examples are important. The questions they bring up have not been completely answered but are problems for the individual. Suppose the crude tar is exposed before its application to the skin? Will it work better than if used without such irradiation?

We have had two concomitant yet conflicting phases for the manufacturer of cosmetics who has sought to

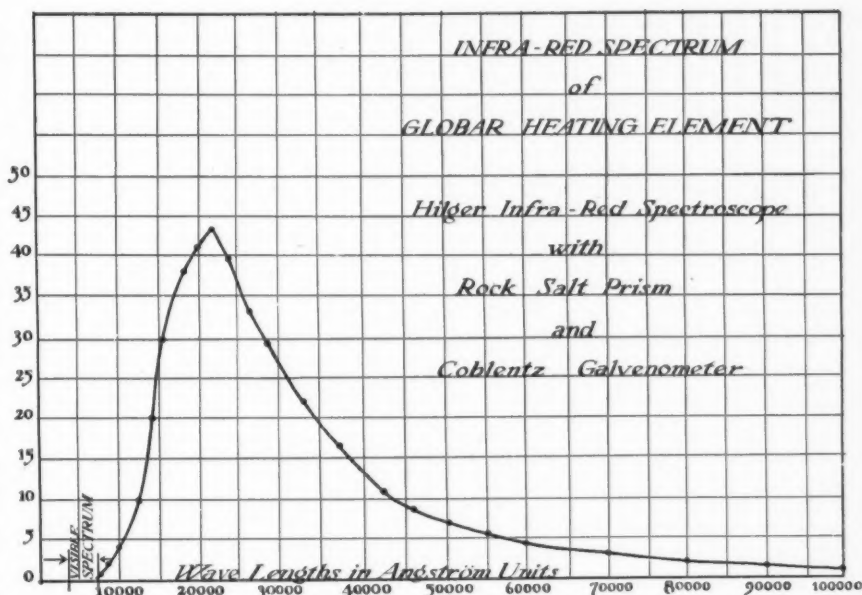
supply the needs of those who expose themselves to the sun.

Half the world doesn't know how the other half lives—and equally true is it that half the world wants what the other half doesn't. Half the population who seek exposure to the sun want all its reputed health benefits *without* external visible signs of sunburn and suntan. On the theory that we unconsciously know what is best for us, we presume that some of these persons ought not to expose their skin to the sunburning and suntanning rays of the sun. In olden times, they would sit under an umbrella. Now they want their cake and want to eat it. They want to sit out in the sun and yet have a becoming skin-fitting umbrella.

### Cosmetics and Sun-Exposure Skin Eruptions

The cosmetic manufacturer has supplied the demand. There are many creams, oils, lotions, pastes, and ointments on the market which are designed to prevent the sunburning and suntanning rays from reaching the skin. From the standpoint of the physicist, any substance which hinders the passage of the solar radiation about 2967 Å.u. will reduce the possibility of sunburn and suntan. In general, and by and large, clothing, parasol material and awnings keep out the 2967 Å.u. radiation. Equally efficient are the greases, greaseless adherent water insoluble or even water soluble pastes, although all are by no means of equal value. Of special repute and utilized often are the fluorescent drugs of the group including quinine sulphate, hydrochloride, and bisulphate and synthetic chemicals of varied chemical constitution. Aesculin is held to be particularly efficacious and is an ingredient in many preparations intended for protection from sunburn.

How efficacious are these preparations? How neces-





sary are the specific agents? Would the medium alone prevent the effects of the sunburn rays without the addition of the active ingredient? *Each and every preparation should be tested clinically before release.* One word of warning—no manufactured ultraviolet emanator actually imitates the sun!

The other half of the people who expose themselves to the solar rays want the skin to tan without sunburning or else want the skin to show the evidence of the effect of sunburning without exposing themselves to the ultraviolet radiation about 2967 A.u. The cosmetic manufacturer has offered these people preparations which are intended to please them. Review what we have repeated in the paragraphs on sensitivity of the exposed person.

The cosmetic chemist seeks to sensitize the patron. He seeks in these particular preparations to do consciously what he hopes to prevent in other cases by external application cosmetic preparations. I will devote a little space to one type of sensitization and will use as an example the condition caused by the application of certain perfume ingredients on the exposed skin. In recent years, we have all become acquainted with perfume dermatitis, also known as Berlocque dermatitis; *Dermite pigmentée en forme de coulée*; and *Dermatitis des rinnenden tropfens*. The generic name of toilet water dermatitis covers a wider field than perfume dermatitis and it should be more acceptable to all.

### Causes of Unusual Sensitivity

The supposed causes of toilet water dermatitis advances are:

1. Perfume or toilet water plus sunlight
2. Oil of bergamot plus sunlight
3. Oil of bergamot plus alcohol plus sunlight
4. Perspiration and oil of bergamot plus sunlight
5. Repetition of same application (insult to skin)
6. Alcohol denaturants, combinations, etc.
7. Fluorescent dyes and other coloring matter
8. Susceptibility of person to whom applied (ignorance)
9. Sensitization of skin causing increased effect of sunlight (ignorance)

Controlled experiments have not been very helpful. The evidence from commercial life has not been widely available. I will mention the use of olive oil for suntanning. In theory, olive oil should act as a protective coating—a parasol for the skin. Yet, certain brands of olive oil sold as a cosmetic were reported to aid suntanning. How reconcile these contradictory statements? The olive oil in this particular case contained oil of bergamot either as a constituent of the perfume or else as a preservative for the oil. There is no agreement as to the nature of the oil of bergamot or constituent of that oil which is most active in causing the tanning—intentional in the instance of the suntanning oils or unintentional and costly (law suits, etc.) in toilet water or perfume dermatitis.

As a physician interested in the diseases of the skin—dermatopathology—as well as a hygienist interested in the prevention of disease and the care of the skin in health—dermatology—cosmetology—it has been my task to present problems in the two fields. In the

preparation of cosmetics for sun exposure, you have already noted that the manufacturer has a delicate task.

### The Manufacturer of Cosmetics and His Responsibility

I will illustrate with a clinical record. A young lady knows for many years that exposure to the sun leads to unusual or abnormal results, as compared to those of her friends who spend the same time at the same beach. She refuses to join her friends on their outings in summer. She reads a glowing advertisement offering a cream or lotion which protects the skin against the ill effects of sun exposure. Confidence in advertising is such that she purchases a package—goes to the beach—covers herself with the ointment and blissfully enjoys a summer day. Instead of protecting this particular girl, the perfumed or coal tar colored preparation acts so as to intensify the action of the sunburning rays and suntanning rays. She becomes seriously ill.

She is one of thousands who purchased and used the preparation. She is *one of few* who suffered. The others were well satisfied and bought more the following week end.

We are up against a stone wall when the problem is regarded in this way. Shall the one be permitted to suffer because of the greater good to the many? Shall the many be deprived of the benefits of that particular preparation because one person suffers or may suffer?

The popularity of sunburn preventive and suntanning preparations attest to the good that they do and the sales prove that the users are not being decimated. But undoubtedly, some people do respond differently than others. The manufacturer of a sunburn preventive to be used by persons who appreciate their normal reactions to be greater than that of their neighbors and relatives should compound his cosmetic so as to have it free of possibility of exciting stronger instead of weaker reactions. Contrariwise, in preparing suntanning cosmetics which depend upon intensifying the effect of the solar rays upon the skin, the manufacturer should be careful to avoid the use of raw materials of any sort which may cause general body ill effects.

Despite every precaution, and despite the fact that no manufacturer plans to hurt people, there will always be some persons whose reactions differ from thousands of others. After all we are dealing with living beings. Awaiting further knowledge, we speak of sensitivity. It is a term used to cloak ignorance. Yet it must be called upon to complete the speculation as to the cause of the individual reactions of the skin to the application of some ingredient of perfumed cosmetics together with sunlight.

Again, each preparation should be given tests under actual conditions of applications. The broader the tests, the more accurate the result within limits of biological standardization.

### Rays Other Than Suntanning

The manufacturer has another thing to consider. What is the influence of the other rays of the sun on  
(Continued on Page 132)





# Tinting and Perfuming Of Face Powder

by H. STANLEY REDGROVE, B.Sc., F.I.C., F.R.H.S.,

*Author of "The Cream of Beauty," etc.*

IN a previous communication on "The Composition and Manufacture of Face Powder" (March, 1934) it was pointed out that face powders have a certain national quality. This was said in connection with their texture. It is also true in relation to their tints. The natural coloring of the average French woman, for example, is not the same as that of the average English or American woman; hence the tints which meet with the biggest demand in France are not likely to have the same appeal in Great Britain or the United States. Moreover, face powder tinting is national in a further sense, since it is not always possible to obtain easily in one country, the same coloring matters which are common commodities in another.

This, of course, applies to synthetic dyes and their lakes. The most generally useful coloring matters, however, are the earth pigments, such as the various ochres and Armenian bole. They are cheap, innocuous, and permanent. By using them skillfully in combination, a very wide range of useful flesh tints, including the extremely useful yellowish tints classified as "Rachel," can be obtained.

The resulting colors can be touched up and given brightness and individuality by means of suitable synthetic dyes. Alternatively likes can be employed, whose tintorial powers are high and whose colors are bright and pleasing.

## Must be Harmless

The trouble with dyes and lakes is the difficulty of gaining certitude that the coloring matter selected is really innocuous. This is more emphatically the case with lakes than with dyes. Dyes which are certified as fit for coloring foodstuffs and which experience has proved to be dermatologically innocuous may be safely employed. A given dye, however, must answer to both requirements, as it is a well-established fact that some dyes, which can be safely eaten, are toxic if absorbed through the skin. Naphthol green B provides a case in point. On the other hand, eosin and allied substituted fluorescein dyes, which are much employed, appear to be perfectly harmless if pure. Cases of dermatitis attributed to eosin have

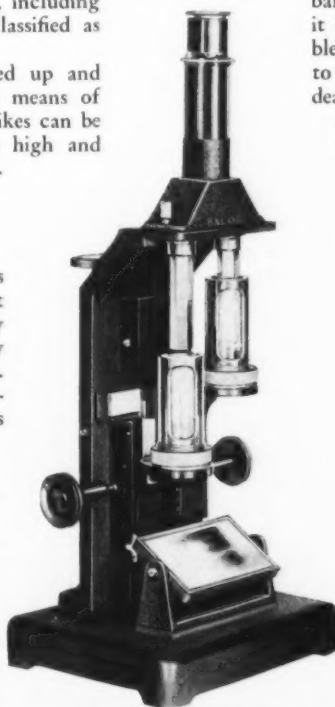
been due to impurities and not to the product itself.

Unfortunately, the literature on the dermatological action of dyes is exceedingly scanty. Weyl's *The Coal-Tar Colors* (translated by Leffmann, Philadelphia, 1892) may be mentioned as a classic of considerable value, although its date excludes many useful products of more recent development.

The case of lakes is complicated by the fact that manufacturers too frequently offer these under fancy names and will not reveal their composition. It is true that guarantees of harmlessness are often offered, and may be exceedingly useful from the legal point of view. The conscientious manufacturer, however, needs more than this, and will ask himself what these guarantees are worth in view of the present lack of full and complete knowledge on the subject, and the divergence of opinion on essential facts.

It is sometimes maintained, for example, that lakes precipitated with barium salts, or struck down on a barytes basis, are quite harmless, because, it is said, the toxic barium is in an insoluble form. In a brilliant article, contributed to *Aromatics* in 1931, (vol. 13, p. 20), dealing with lipstick colorings, Dr. E.

Klarman asks the pertinent question as to the solubility of these lakes in the gastric and intestinal secretions; and the same question may be asked in relation to the secretions of the skin. Lead lakes, to which class geranium lake usually belongs, are even more objectionable.



A MODERN TINTOMETER

## Grinding in Pigments

It is very desirable that pigments should be ground in, and a good plan is to prepare stock grindings of kaolin each containing 10 or 20 per cent of one of the pigments employed. Pigments are likely to show variations in color, and when further grindings are made, they can be matched up with the original. For matching face powder colors the Lovibond tintometer presents itself as an extremely useful piece of apparatus. My work in connection with the use of this apparatus for matching face powders has already

been briefly summarized in *THE AMERICAN PERFUMER* by Mr. Paul I. Smith (vol. 28, p. 293).

Dyes should be employed in the same way, this being especially important in view of the fact that the proportions required in the finished powder are usually so low. Incorporation of dyes with the kaolin can be effected by first dissolving them in water or alcohol, useful concentrations of dyestuff in kaolin being 1, 2, or, in some cases, 4 per cent. After drying, the colored kaolin should be ground and sifted. Standardization is very desirable, and can be effected by the aid of the Lovibond tintometer.

### The Question of Perfumes

We may now turn our attention to the question of perfuming, and it is absolutely necessary for face powders to be satisfactorily perfumed if they are to appeal to feminine taste and to achieve big sales.

Naturally, perfume materials likely to irritate the skin or to produce discoloration are ruled out. The range of available perfume materials which remains is an immense one; and above all, the manufacturer should not overlook the floral absolutes, traces of which are able to achieve so much.

The powder constituents exercise a definite effect on certain perfume materials, so that, without experience to guide one, it is not possible to say how a certain combination of aromatic materials will smell when incorporated with face powder. The odor developed in the powder may be quite different from that of the perfume compound itself.

Some materials, of which terpineol provides an outstanding example, tend to develop musty odors when incorporated in face powder. Such materials must, therefore, be employed with the greatest discretion. Indeed, they are better avoided. In the case of terpineol, for example, it is much better to replace this by terpinyl cinnamate, which, like terpineol, has a somewhat lilac-like odor, but which does not develop a musty smell in contact with face powder.

### Sweetening Agents

Then there are other materials which tend to smell sour when incorporated in face powder. Many readers, no doubt, will have noticed this phenomenon in connection with lavender oil. It is, perhaps, a less difficult matter with which to deal than is mustiness; but nevertheless, it must be rectified by the addition of suitable sweetening agents. Coumarin, here, is particularly useful, and, indeed, may be rightly described as one of the most useful sweetening agents and fixatives for face powder perfumes. The virtues of the artificial musks, especially musk ambrette, must also not be overlooked.

It is, indeed, very desirable for face powder perfumes to contain generous proportions of good and sweet fixatives. Civet seems to be especially favored by certain manufacturers; and it has been said that women show a marked preference for perfumes containing civet. My own feeling is that civet is a material whose use can be easily overdone.

I should not say the same opoponax. The genuine gum is practically unobtainable to-day; but, fortu-

nately, there are some extremely good artificial opoponax compounds on the market, which give the most exquisite results in face powder perfumes.

### Maturing Important

The importance of maturing has often been emphasized; and it is a common practice to incorporate the perfume with one of the powder constituents (usually magnesium carbonate) and to allow the perfume to mature, in the dark, for at least one month. This maturing process is absolutely essential with most freshly compounded perfumes; and, indeed, if the period of one month can be extended, so much the better. I have personally got some very interesting results with perfumes which have been allowed to mature for two or three years.

On the other hand, some manufacturers mature the perfume in spirit—or, one is led to believe, in the case of cut-price products, do not mature it at all. The concentrated alcoholic perfume is incorporated with the powder as it passes from the sifting machine to the mixing machine.

On the whole, the first method is to be preferred; but to some extent the advantages depend on the type of perfume used. As already mentioned, some perfume compounds need long maturing to come to perfection. This is not, however, universally the case. With some of the modern opoponax compounds, for example, the odors come to perfection very rapidly.

### Formulae Are Limited

Relatively few useful formulae for face powder perfumes have been published; many writers of perfumery text-books being seemingly under the impression that the only types of perfumes required by manufacturers are those for making extracts or handkerchief perfumes or for scenting soap. However, Mr. Poucher's *Perfumes, Cosmetics and Soaps* (vol. 2, fourth edition, London, 1932, p. 563) contains some very interesting and complex formulae for rose compounds for scenting powder, while *Paint, Powder and Patches* by Mr. Foan and myself (London, 1930, p. 32) gives some relatively simple formulae for new mown hay, lavender, rose, violet, and patchouli face powder perfumes, which yield satisfactory results, and may be made the basis of further experiments by those desirous of producing superior products.

### Radiant Energy and the Skin

(Continued from Page 130)

cosmetic covered skin? The various component radiation zones from the sun include infra red or heat rays. We do not know so much about the specific reactions of infra red, but we all recognize the heating effect. Suppose we cover the skin with a grease and expose it to the heat rays of the sun? Will not the heated grease have an effect on the skin? Will the heated surface grease upset the physiologic response of the skin underneath?

Our experimental evidence is not at all complete for this portion of the spectrum. There are indications

that ignoring the heat factor has been an error and that future studies will clarify the reported synergistic or antagonistic action of the two widely separated zones of the spectrum—the ultraviolet and the infra red.

The suggestion has been made that the difference in reaction of blonde and brunette depends in some manner upon the factor of infra red. Merely for purpose of record I will add a chart on physiologic infra red which I devised some years ago:

Table E

Physiologic zones of infra red radiation	
Infra red region.....	over 7,700 Å.u.
Diadermic heat (passing through skin) .....	6,000–14,000 Å.u.
Endodermic heat (passing into skin) .....	14,000–25,000 Å.u.
Epidermic heat (absorbed on skin) .....	over 25,000 Å.u.

Each source of infra red offers a different combination of these zones which accounts for the apparent discrepancies of results following exposure to the summer sun and a manufactured sun substitute.

### Summary

In these articles, Dr. Herman Goodman, New York physician with especial interests in dermatology, cosmetics and light therapy has outlined the physics of the ultraviolet range which causes sunburn and suntan. The specificity of the band of radiation (2967 Å.u.) within the vital ultraviolet was stressed. The intimate anatomy of the skin was given with emphasis on the pigment, and pigment forming structures. The factors operating to cause sunburn and suntan were given, stressing the need for quality of radiation, quantity of radiation, time of exposure, distance from the source, and an illusive factor of threshold value.

Parts of the article were devoted to explaining the sensitivity angle. This was repeated under several guises. The fact that there was both a natural and an induced sensitivity was offered as a guide to the perfumer and cosmetic manufacturer. They were warned that sensitivity could be increased by products of their laboratory and factory.

The reactions of the skin to sunburn to suntan rays were outlined. First the usual or normal reactions; then the unusual and abnormal. The features which induce added sensitivity are given as the ones utilized in preparations designed to enhance the action of suntanning, for example. The group of reactions classified as perfume dermatitis or toilet water dermatitis was analyzed and the break down indicated three factors responsible: a coal tar or other chemical quotient; sunlight; and sensitivity of person.

Since sensitivity is an uncertain, and unmeasurable factor, the manufacturer of preparations must be doubly careful not to include sensitivity enhancing ingredients in cosmetics designed to reduce rather than increase the action of the sunburning rays of the sun. Biological testing is advised. The conditions should be those under which the preparation is actually to be used by the ultimate consumer.

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### Hot Oil Treatment

A variation of the common is a 5 per cent addition of coconut oil in olive oil to be used in the usual manner. We also suggest the addition of cod liver oil to such a treatment, but the odor is not at all like the Gardens of Shalimar.

### Vitamins of Olive Oil

One Fernando-Sanchez Gerona writing in *Bulletin des Matieres Grasses* states that the best virgin olive oil contains vitamins A, B, and D. The so called refined oil contains none of the vitamins. Beside all this, it is well known that virgin olive oil contains lipolytic enzymes, which are inactivated by heat. Then too, virgin olive oil will keep 4 times as long as refined oil, and from a manufacturer's point of view that is what counts. All in all, virgin olive oil is a right good cosmetic ingredient.

### A Different Hair Oil

The usual hair oil is claimed to be too greasy or oily according to some users. The logical thing is to cut down on the oil. Why not try an emulsified hair oil? Oil content can be as high or low as desired. Such can be made with either sulfonated oil or triethanolamine. A sample we have sent around which is quite popular, is based on triethanolamine.

### Blending Perfumes

Not a few people ask us about blending their own perfumes, particularly near the holiday season. The best advice we can give is that the average person knows little about blending perfumes, and far better results can be obtained by turning your problem over to houses specializing in perfume oils and aromatic chemicals. So many feel that they want to know what is in their perfume oil. All we can say is . . . so what? It is not all in the formula, though this is important. You can depend on the larger houses as well as many of the smaller ones. They will be in business as long as you will, and that is long enough.

### Bad Shaving Lotions

Recently another of our friends remarked that cosmetic chemists could do men a real favor by developing a different shaving lotion. The present ones smart like the dickens and your face is dry and irritated afterwards. Why not develop one that can be used by the boys with a tender skin, and not leave it greasy. It can be done—and readily too. Even the boys with an oily skin make the same complaint. So let's get busy and see what can be done about this, eh?

# TRADE NOTES



## Bourjois Tax Case Tried

Trial of the suit of Bourjois, Inc., against the Collector of Internal Revenue in the Buffalo, N. Y. district was begun in U. S. District Court in Buffalo April 23 and lasted three days. Judge John Knight presided. The facts in the case are quite well known. Bourjois, in 1932 organized two sales corporations, Bourjois Sales Corp., and Barbara Gould Sales Corp., and thereafter sold its products to these corporations on the basis of cost plus 1½ per cent plus 10 per cent, paying the excise tax on these prices. Distribution of the articles was then made by the two sales corporations. This sales corporation set-up resulted in an assessment for delinquent taxes by the government and payment under protest by Bourjois and the present suit to recover the additional taxes which the company claims were not due and should not have been collected.

The government contended that sales from the manufacturing company to the sales companies were not actual sales but merely transfers to the sales companies who then acted as agents for sale of the goods. It further contended that it is impossible to establish a "fair market price" for trade marked or branded articles, since they are somewhat monopolistic in character and that the articles sold by Bourjois are entirely different from commodities such as wheat and other staples in which a market price is readily ascertainable. Its final contention was that the price established by Bourjois, Inc., itself, prior to the establishment of the sales corporations and subsequently followed largely by the sales companies represents the "fair market" price of the merchandise and that the Commissioner was right in using these price lists in computing the amount of tax due.

Government witnesses testified to the method of securing the sales figures and other technical accounting matters bearing on these contentions.

The company, through Mark Eisner, counsel and an officer of the firm, held in its suit that selling organizations are quite proper and that Congress did not intend to tax selling and advertising expenses when it passed the law. Hence computation of the tax on a manufactured cost plus basis was proper. It further held



MARK EISNER

that it is quite possible to establish a "fair market price" because the articles are subject to almost exact duplication. It further contended that if the goods were sold to the sales companies at a "fair market price" no question of arm's length transaction could arise because the fair market price made the transaction arm's length under the law.

The company's witnesses showed that the manufacturing company also did business in bulk and also with foreign corporations in which it had no financial interest and that the Bourjois Sales Corp., purchased goods from other manufacturers. Testimony of several trade experts was brought to the effect that the goods could be duplicated and that on such duplications, a "fair market price" would be even lower than the prices at which Bourjois actually sold to the sales companies. It was further testified that the trade marking of the goods did not affect its character and that advertising was a determining factor in the sale of the goods, and once advertising stopped, goodwill and trade mark would not enter into the establishing of a "fair market price."

Judge Knight took the case under advisement and permitted the submission of briefs. They will not in all likelihood be finally submitted before June and a decision is not to be expected before late summer or early autumn.

## Koenig on Trip Abroad

Harry D. Koenig, president of Harry D. Koenig & Co., New York, distributors of "Martha Washington" and "Colonielle" cosmetics, and president of the Drug and Chemical Square Club, sailed May 8 on the *Washington* for a trip to England, France and Central Europe.

## King On Way Home

E. L. King, president of the J. R. Watkins Co., Winona, Minn., with Mrs. King and Ralph G. Boalt, vice-president of the same company, sailed from Australia early in April. They will return to the United States by way of Java, the China coast and Japan, arriving in San Francisco about June 6.

## Wherley Now With Groville

Groville Sales Corp., New York, has advised us of the appointment of Homer L. Wherley as sales representative. Mr. Wherley for the last eight years has been associated with the toiletries division of the Walgreen Drug Co., both in New York and Chicago.



## All Industry Conference Program

**Tuesday, May 21**

9:00 A. M. Hotel Plaza — Registration — Convention Desk

10:00 A. M. Conference called to order by Mr. Herman L. Brooks, presiding.

Hugo Mock, of Counsel for the Committee of the Toilet Goods Industry will discuss Federal and State Legislation affecting manufacturers of Cosmetics.

Mark Eisner, of Counsel for the Committee of the Toilet Goods Industry will discuss Federal Excise Tax on Cosmetics as well as general tax legislative problems.

Report of Committee of Toilet Goods Industry, Northam Warren, *Chairman*.

Appointment of Resolutions Committee.

Open Forum

12:30 Noon Lunch

2:00 P. M. Address—"N. R. A. Past and Future"

A. D. Whiteside

Address—"What Part the Wholesaler can play in the Manufacturer's Distribution Problems of Today", A. Kiefer Mayer

Address—"Trade Associations and Code Administration", John W. Power, Administration Member Code Authority

Address—"Do Women Consider Cosmetics to Be a Luxury", Miss Mildred Hughes, Cosmetician

Open Forum

**Wednesday, May 22**

10:00 A. M. CLOSED MEETING—INDUSTRY MEMBERS ONLY

Report of Chairman, Mr. Herman L. Brooks

Informal discussion on proposed amendments to the Code, regarding Trade Practice Provisions.

Open Forum

**Thursday, May 23**

10:00 A. M. Open Forum—To consider and discuss all suggestions looking to the formulation of an embracing Trade Association, representative of all Industry factors.

12:30 Noon Lunch

2:00 P. M. Address of Captain Joseph F. Battley, Division Administrator N. R. A.

**OPEN MEETING OF THE CODE AUTHORITY**

Public discussion on proposed amendments to the Code regarding Trade Practice Provisions under the observation of Mr. Earle W. Dahlberg, Deputy Administrator, N. R. A.

Report of Resolutions Committee

## Complete Industry Convention Plans

Plans for the All-Industry Perfume and Cosmetic Manufacturers Conference, opening in New York, May 21, have been completed and reservations indicate an excellent attendance. The business program which was arranged by Charles S. Welch, secretary of the Perfume, Cosmetic and Other Toilet Preparations Code Authority, has been designed to consider leading problems of the industry with a minimum of outside speakers and, it is hoped, a maximum of general discussion and action by members of the industry.

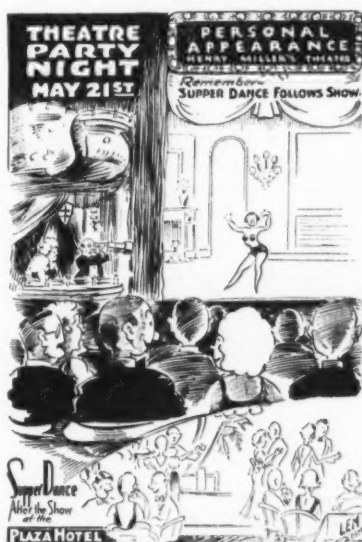
With this in view, Mr. Welch has secured A. D. Whiteside, president of Dun & Bradstreet, New York, and formerly Deputy Administrator of the N.R.A., as one of the chief speakers. A discussion of the code and its effects will be centered around his address.

Reports on the industry's tax and legislative problems will consume the first morning session. Hugo Mock and Mark Eisner, attorneys for the Committee of the Toilet Goods Industry, the A.M.T.A., and the Perfumery Importers Association will give their reports.

One session will be devoted to a discussion of industry organization. A plan will be presented for the organization of a group to act on National Problems in co-operation with other groups, whose special problems require separate attention. This would result in a more or less federated organization, a method proposed several times editorially in this journal. Under it the various natural groups could work out their own problems while broad industrial matters could be handled nationally.

The third day's session will be devoted to an unofficial hearing on amendments proposed to the Code—unofficial in the sense that it could not be "official" under N.R.A. rules without four weeks' advance notice.

The only change in the entertainment program has been a shift in the theatre party which will see "Personal Appearance," starring Gladys George, at the Henry Miller's Theatre. The features are shown in "Lem's" fine cartoon.



## New Officers for Pinaud

Roger Goldet, newly elected vice-president of the House of Pinaud in America, will make an extensive tour through the country during the months of May and June to meet customers and business friends of Pinaud, concurrent with renewed activities in the firm. Mr. Goldet has a business interest in the organization.

An extensive program of expansion is now under way, the first step of which is a national radio broadcast constituting the opening of the new feminine campaign—"Lilac Time with the Night Singer," over



MESSRS. MICHELIN, GOLDET, PANOPULO, RELLANT  
, AND BALLENTINE

the Columbia network, which is now meeting with marked success.

The officers of the firm, as of recent elections are as follows: Jacques Heilbronn, president; Roger Goldet, vice-president; Marcel Michelin, executive vice-president; and J. Rellant, treasurer.

The firm has also added to its staff as sales promotion manager, Frederic W. Ballentine, previously with Bauer & Black in charge of sales in the East, and prior to that with the house of McKesson & Robbins.

The business trip of Mr. Goldet portends greater activity by this 100 year old concern. Mr. Goldet's itinerary includes Buffalo, Detroit, Chicago, St. Louis, Kansas City, Los Angeles, San Francisco, Dallas, New Orleans, and Atlanta.

George Panopulo, formerly treasurer of the company and for several years its general manager, is retiring after thirty years of service and will reside on his Maryland farm. Mr. Panopulo came to the United States in 1905 and entered the employ as a messenger boy of Ed Pinaud Co., which was then under the direction of the late Emile Utard. He rose rapidly and upon the death of Mr. Utard in 1925 was appointed general manager. When the American company was incorporated in 1927, he became assistant treasurer and later treasurer.

Mr. Panopulo is an officer of the Old Guard of New York, one of the country's pioneer military organizations. During the war he served as a lieutenant in the Military Intelligence Division and was cited for work of unusual value to the country. He was one of the organizers of the Greek-American Athletic Club and has long been active in the Greek Church. For these services and for his wartime record he received

the Order of Knight of the Holy Sepulchre. Only one other American, the late President Harding, has received this decoration. The company acceded with regret to his request for retirement since his long contact with its affairs had made him an extremely valuable member of the organization.

## Insecticide Makers Meet June 10

An attendance of 200 is expected at the 21st annual summer meeting of the National Association of Insecticide and Disinfectant Manufacturers, to be held June 10 and 11 at the Edgewater Beach hotel, Chicago. Problems of the industry will be discussed at the business sessions, which will be limited to ten hours, divided into four periods of two and one-half hours each. Informal group meetings will be held at the hotel on Sunday evening preceding the convention as in previous years.

General arrangements are in charge of John Powell, of John Powell & Co., New York. The program committee is headed by H. W. Hamilton, of the White Tar Co., Kearney, N. J. Charles P. McCormick, president of McCormick & Co., Inc., Baltimore, is president of the association.

## Mrs. Gizella Fowler with Tourneur

Mrs. Gizella Fowler has been named advertising and publicity director for Tourneur Beauty Products, Inc., New York. She was formerly associated with Pedlar & Ryan, New York advertising agency.

## Armor Heads Spice Trade Association

Members of the American Spice Trade Association held their 29th annual meeting at the Waldorf-Astoria hotel, New York, on May 7 and 8. Plans for a publicity campaign to make housewives "spice-conscious" were launched, and radio broadcasting will be used

in this effort, together with newspaper and magazine advertising.

George M. Armor, vice-president of McCormick & Co., Baltimore, was elected president of the organization for the coming year. Other officers chosen were: vice-president, Anthony M. Sayia, H. P. Herrfeldt & Co.; treasurer, Paul D. Hursh, Durkee Famous Foods, Inc.; directors, Lloyd M. Trafford, C. T. Wilson & Co.; I. B. Catz, Catz American Co.; John



GEORGE M. ARMOR

M. Meyer, Van Loan & Co.

The arbitration committee will include John Clarke, John Clarke & Co., Inc.; P. W. Walsh, Van Loan & Co.; William E. Jenkins, Durkee Famous Foods, Inc.; M. J. Van Norden and Rene Moelhaussen. An alternate arbitration committee will consist of Ernest C. Brown, Wood & Selick, Inc.; Alfred Joensson, Joensson Import Corp.; Fred W. Hahn, Hahn & Burns; Avery F. Payne, Avery F. Payne Co., and Ernest Winter, H. P. Winter & Co.

## Pickwick Buys "Cecelia Belle" Line

The Pickwick Cosmetics Corp., New York, has purchased the "Cecelia Belle" treatment line. The Pickwick organization was established in May, 1934, and has since been rapidly expanding its interests.

## Employees Honor Antonow

Five hundred employees of Vadsco Sales Corp., honored Samuel Antonow, president of the company, with a testimonial dinner at the Park Central hotel, New York, May 2. Addressing the group, Mr. Antonow said that the greatest task facing American business is to secure for the consumer a higher standard of living.

John Glossinger, vice president of the Kny-Scheerer Corp., a subsidiary, served as toastmaster, and talks were made by L. Sheehan, Dr. O. I. Waring, Grace Rudolph, J. Blumberg, Frederick Hansen, Charles Schroeder, C. H. Johnson and Hiram Henry, representing the company's production, office and sales departments. A wallet containing an engraved gold card-plate was presented to Mr. Antonow. A Vadsco-sponsored program from Station WBBM, Chicago, featuring Vivian della Chiesa, CBS "unknown singer" contest winner, was piped in from Chicago for the occasion.

"Prosperity cannot be restored through relief nor can national recovery be brought about by keeping large numbers of our people on a bare subsistence level" Mr. Antonow said. "American business today is carrying on through the buying ability of about half of our people. It would mean a death blow to American ideals and American civilization if the other half were to permanently give up accustomed living standards. American business must attempt to secure the higher standard of living before any sizeable group becomes permanently reconciled to a ruinous, demoralized standard."

"We must also dispel the fear born of uncertainty of the future and the dread of what tomorrow will bring. Fear is a tremendous drawback to our citizens in the exercise of their full purchasing power."

## Boylston Heads Drug Manufacturers

Arthur Clarence Boylston, vice-president and general manager of the Mallinckrodt Chemical Works, St. Louis, was elected president of the American Drug Manufacturers Association at the annual meeting held from May 6 to 9 at the Homestead hotel, Hot Springs, Va. Other officers chosen were: first vice-president, Oscar W. Smith, Parke, Davis & Co., Detroit; second vice-president, Dr. John F. Anderson, E. R. Squibb & Sons, New Brunswick, N. J.; third vice-president, Dr. L. N. Upjohn, Upjohn Co., Kalamazoo, Mich.; executive vice-president and secretary, Carson P. Frailey, Washington, D. C.; treasurer, S. De Witt Clough, Abbott Laboratories, Chicago; general counsel, Horace W. Bigelow, Parke, Davis & Co., Detroit.

Opposition to the Wagner labor disputes bill and objection to the Copeland food and drugs bill in its present form were expressed by members during the sessions. An excellent entertainment program was provided by a committee headed by A. A. Wasserscheid, chairman, and James J. Kerrigan, vice-chairman.

## Lehman Signs Fair Trade Bill

Governor Lehman of New York has signed the Feld Bill providing for price maintenance on trade marked articles in New York state. The new law is similar to the California Fair Trade Law and to those passed this year by New Jersey and several other states. Under it manufacturers may by contract maintain prices on trade marked merchandise. There is, however, no compulsion on those manufacturers who do not wish to enter into such contracts. It applies only to business wholly within the state.

## Congratulating Mr. and Mrs. Baum

Congratulations are being extended to Mr. and Mrs. Arthur Baum on the birth of a son, Theodore, at Gotham Hospital, New York, on April 5. Mr. Baum is president of Dermay, Inc., New York.





## Returns on Trade Practice Survey

The Code Authority of the Perfume, Cosmetic and other Toilet Preparations Industry has just completed the analysis of a questionnaire on trade practices. The questionnaire was a very exhaustive one, covering most of the disputed points regarding the trade practice provisions of the Code. The results have been very carefully compiled and are extremely interesting. Below are given some of the questions and the number of firms voting affirmatively and negatively on them.

"Are your demonstrators or sales employees in retail stores properly identified to the best of your knowledge?" Yes 58; No 3; No answer 261.

"Do you believe that the Code should specifically prohibit the employment, directly or indirectly of demonstrators or sales employees in retail establishments whose salary wholly or partially, directly or indirectly, is to be paid by the member of the Industry?" Yes 19; No 37; No Answer 2.

"If you are in favor of demonstrators, should such demonstrators be openly identified by a method approved by the Code Authority?" Yes 35; No 7; No Answer 16.

"In your experience does the differential in the minimum wage in favor of the Southern States constitute a competitive handicap?"

Yes 72; No 185; No Answer 65. Covering the Northern Region—Yes 69; No 169; No Answer 59. Covering the Southern Region—Yes 1; No 10; No Answer 1.

"Do you believe that the Code should specifically prohibit payment of P. M.'s or commission, directly or indirectly, to influence the sale of a product to: (a) employees of retailers? Yes 167; No 105; No Answer 50; (b) employees of wholesalers? Yes 157; No 93; No Answer 72.

"Do you believe that the Code should specifically prohibit the employment directly or indirectly of demonstrators or sales employees in retail establishments whose salary wholly or partially, directly or indirectly, is to be paid by the member of the Industry?" Yes 138; No 136; No Answer 48.

"If you are in favor of demonstrators, should such demonstrators be openly identified by a method approved by the Code Authority?" Yes 160; No 38; No Answer 124.

"Do you believe the Code should specifically prohibit the payment by a member of this industry for the following: (a) cooperative advertising? Yes 92; No 170; No Answer 60. (b) listing of products in wholesale catalogue? Yes 121; No 135; No Answer 66. (c) advertising in house organs? Yes 113; No 139; No Answer 70. (d) advertising in mail order catalogue? Yes 110; No 147; No Answer 65. (e) window displays? Yes 108; No 154; No Answer 60. (f) counter space? Yes 123; No 139; No Answer 60. (g) building or rental of booths? Yes 118; No 144; No



CHARLES S. WELCH  
Secretary, Code Authority

Answer 60. (h) rental or any payment for any part of the premises of any retail store? Yes 137; No 121; No Answer 64.

"Do you believe that the Code should classify primary distributors, such as wholesalers, retailers, chain stores, syndicate stores, mail order, etc.?" Yes 154; No 112; No Answer 56.

"Do you believe it would be well to have a maximum discount for each class of distributor?" Yes 107; No 107; No Answer 108.

"Would you differentiate between branded and unbranded products in fixing the discounts?" Yes 115; No 127; No Answer 80.

"Do you believe that private brand manufacturers should file their prices?" Yes 146; No 133; No Answer 43.

"Do you believe that the Code should specifically prohibit the return of merchandise for credit or exchange for any reason other than manufacturing defects?" Yes 166; No 125; No Answer 31.

"If you approve of replacing or giving credit for unsalable merchandise other than that having manufacturing defects should there be a minimum charge of 5% for handling?" Yes 67; No 49; No Answer 9.

"Do you believe consignments should be prohibited to: (a) retailers? Yes 201; No 70; No Answer 51; (b) wholesalers? Yes 192; No 73; No Answer 57.

"Do you favor the continuation of any compulsory system for open prices?" Yes 138; No 128; No Answer 56.

"Should open prices include not only the ordinary discounts but also the payments or concessions offered by the manufacturer to the distributor for specific functions usually provided by the distributor?" Yes 136; No 71; No Answer 115.

"Should price lists be available to: (a) all distributors regardless of classifications?" Yes 131; No 150; No Answer 41. (b) competitors and all other members of the Industry? Yes 117; No 160; No Answer 45.

"Do you believe that all the provisions of the Code, except the provision of hours and rates of pay, should be eliminated?" Yes 150; No 140; No Answer 32.

It will be noted that although most of the trade practice provisions were upheld by affirmative votes, a plurality of companies replying to the questionnaire also went on record as favoring the retention only of wage and hour provisions. This situation is difficult to account for except on the grounds that many in the industry would prefer no trade practice provisions, but if there are to be trade practice provisions, they approved those on which specific questions were put in the questionnaire.

The result of the questionnaire has been the proposal for amending the Code which was reported in full in our April issue. This has been approved by the N. R. A. and will be the subject of an "unofficial" hearing at the All-Industry Conference at the Hotel Plaza, New York, May 23, with final action after the hearing.

## New Sempray Jovenay President

Elizabeth J. Husted has been elected to the presidency of the Sempray Jovenay Co., Grand Rapids, Mich. Her election fills the vacancy caused by the recent death of Nora M. Husted, former president.



## 160th Anniversary of Houbigant

This year, the House of Houbigant celebrates its 160th Anniversary. Through revolutions, epochal changes in governments, through peace and plenty, through wars and depressions, the sign "A la Corbeille de Fleurs" has continued to hang at 19 Faubourg St. Honore, Paris, where, in the year 1775, Jean-François Houbigant, just twenty-three years of age, first placed it. The character and extent of his trade is specified on his original bill-head, which reads as follows:

At the Sign of the Basket of Flowers  
Grande Rue du Faubourg Saint Honore  
HOUBIGANT

Merchant                      Perfumer  
Manufactures and sells gloves, Powders, Pomades and Perfumes; also the genuine hand made 'Rouge Vegetal' which he has perfected to the highest degree. He makes and supplies 'Corbeilles de mariages et Baptêmes' with every requisite.

The time was auspicious, for that was an era which will always be remembered for its love of adornment and great elegance. Men as well as women used powder, rouge and eye make-up, and perfumes and toilet waters were essentials of fashionable attire for both sexes.

In those days the perfumer's shop was the rendezvous of fashionable ladies and dashing gallants. A list of the names which appear in the old Houbigant account books includes historical personages of great fame and is a roster of fashionable society of the day.

The Regency period—a generation later than the year of Houbigant's establishment—is having its share of popularity this winter. The charming picture of this era as portrayed by Noel Coward's "Conversation Piece" has made us conscious of the charm of a gracious era, made more gracious, more charming by perfumes and toiletries by Houbigant, already at that period recognized as a leader in the field.

During the 160 years that Houbigant has been in existence, there have naturally been great changes in package design, as indeed there have been great changes in the perfume taste of the Public, but an examination of the old packages in the Houbigant collection reveals that they were then, as they are today, a perfect, artistic interpretation of the current trend, just as the perfumes created by Houbigant have set the fashion in perfumes.

Houbigant vitality is reflected in the vitality and lasting popularity of Houbigant creations. Probably no other perfumers can pride themselves on decades of success of a single perfume, such as has been enjoyed by "Le Parfum Ideal" which is as popular today as it was over thirty years ago. The famous "Quelques Fleurs" is not much younger.

Now with "Presence," Houbigant has again created a perfume, distinctive, individual, which, has achieved instantaneous success, both here and abroad, and bids fair to maintain an undiminished popularity for many years.

For many years, the house of Houbigant has been known to discriminating American buyers. The growth of the business in the United States led some years ago to the establishment of an American branch company, Houbigant, Inc., which handles the large American



SOME ITEMS FROM THE HOUBIGANT COLLECTION.

Top: Beauty Kit of Time of First Empire. Middle: Toilet Articles which Accompanied Napoleon I on His Campaigns. Bottom: Flacons during Reign of Louis XV.

business. This branch is under the direction of André Wick, through whose efforts the line has met with constantly growing success.

One hundred and sixty years! This is a business that has indeed stood the test of time.

## Shapiro Organizes New Company

Morris Shapiro, formerly associated with the Keystone Laboratories, Memphis, Tenn., has advised us that he has organized and will head a new company to be known as the Lucky Heart Laboratories. Production of a complete line of toilet articles for the colored trade is planned. With Mr. Shapiro are associated I. N. Arnof, vice-president, and Ben Spears, secretary-treasurer.

Offices and manufacturing quarters have been secured at 388-394 Mulberry street, Memphis.

## Los Angeles Soap Progressing

From Los Angeles, our roving reporter sends snapshots of Frank H. Merrill, president of the Los Angeles Soap Co., and his son Paul C. Merrill, assistant general manager in charge of production. Mr. Merrill, Sr., has been president of the company for the last six years and associated with it in various capacities for 40 years. The son has been connected with the business for 13 years. Both are graduates of Massachusetts Institute of Technology.

The organization is especially proud of the fact that



FRANK H. MERRILL

PAUL C. MERRILL

throughout the depression, normal production has been maintained and dividends have been paid, while the entire personnel has been maintained without reduction. This, as well as the steady progress of the company is due in no small measure to Mr. Merrill's energetic and far sighted direction.

President Merrill first became associated with the company in a technical capacity, having been employed originally to install a glycerine recovery process. Soon he developed a special soap adapted for use in washing machines and it was largely this product which resulted in the company's very rapid expansion. The business is carried on on a profit sharing basis and annually pays dividends to its employees. This policy was originated by Mr. Merrill, Sr., more than 20 years ago and has been continued without a break in good times and bad.

## Pennex Expands Laboratory

Pennex Products Co., Inc., of Pittsburgh, Pa., has expanded its plant and laboratory, and now has a considerable amount of additional space. The expansion was necessary as a result of increased sales on their new and improved "Lady Ethel" waveset package. The company looks forward to excellent future business this year.

## Soap Association Moves

The Association of American Soap & Glycerine Producers, Inc., and the Code Authority for the Soap and Glycerine Manufacturing Industry, along with the subsidiary associations connected with them, have moved to larger quarters at 381 Fourth avenue, New York. The new telephone number is MUrray Hill 4-5315.

## John W. Bray, Jr., Is Married

John W. Bray, Jr., Eastern sales manager of the Jergens-Woodbury Sales Corp., Cincinnati, was married April 23 to Miss Catharine Anne Hayes. The ceremony was performed in the Lady Chapel of St. Patrick's Cathedral, New York.

## Maurice Levy Offices Moved

Maurice Levy, importer and manufacturer and representative of several imported lines of perfumes and toilet preparations has moved from the building which he has occupied for the last fifteen years and is now located in larger quarters at 120 West 42nd street, New York. Expansion of the business so that former quarters had become inadequate is the reason for the change.

## United Drug Appoints Hutchison

James L. Hutchison, formerly associated with J. Walter Thompson, and more recently with the Blackett-Sample-Hummert organization, has been appointed advertising manager in charge of both the advertising and sales promotion departments, by the United Drug Co., with headquarters in Boston. He succeeds John E. Fontaine, who recently was made vice-president and general sales manager.

## Soap Code Budget Approved

The budget for administration of the Code for the Soap and Glycerine Manufacturing Industry has received the formal approval of the N.R.A. Estimated expenditures for the year total \$82,500 and estimated receipts are \$89,054.03, of which \$29,054 consists of a treasury surplus from last year's operations, leaving \$60,000 to be raised by assessment during the year. The contributions from code members will thus be 25 per cent lower than those assessed last year.

## Watkins Opens Coast Plant

The J. R. Watkins Co., Winona, Minn., has added a Pacific Coast plant to its manufacturing facilities which now include, in addition to the Winona headquarters, plants in Newark, N. J., Memphis, Tenn., and



NEW WATKINS PLANT IN OAKLAND

two manufacturing units in Canada as well as the new one at Oakland, Calif. The company is enjoying increasing distribution in the Far West and found additional manufacturing facilities for prompt deliveries and service essential. The building, shown in the accompanying picture is a modern factory and splendidly equipped for production of the Watkins lines of toilet preparations, soaps, flavors and other household supplies.

## Westmores Open New Salon

Ismael R. Alvarez, formerly of Max Factor cosmetics now heads the House of Westmore, Hollywood's newest beauty salon de luxe, as general sales manager. For the past seven years Mr. Alvarez has concentrated on international cosmetic exports and is conceded to be an authority on cosmetic exports in Southern California. He is a member of the Los Angeles Harbor Board of Foreign Trade and also one of the directors of the Foreign Trade Club.

Leonard Dean Smith, who is in charge of advertising and publicity for the Westmores, was also formerly with Factor. It is expected that the company will shortly launch a line of toilet preparations nationally.

The new beauty house is one of the most impressive in the cinema city. The Westmores, four brothers, all of whom have a tie-up with the motion picture industry, are sponsors of the new organization. Ern, who for many years directed the make-up department for R. K. O. is in charge of the new beauty establishment, being assisted by Perc, his twin, who continues as chief make-up artist for Warner-Bros. First-National studio where he also supervises hair styles; Wally who heads the make-up department of Paramount, and Monty who divides his time between studios.

The exterior of the House of Westmore presents a Neo-Classic facade. The interior is a development of the Empire style in furnishing of modern adaptation. Lighting is indirect. Ivory tones mingle with light coral. In the foyer is an eggshell rug and eggshell leather furniture, huge mirrors and crystal bead drapes. There are 26 operating rooms in all in addition to special hair fitting rooms and make-up compartments; drying and cutting rooms and special departments for electrolysis and pedicure. A special hair cutting salon is available for children adorned by murals which depict Mother Goose scenes and are fitted with hobby horses. There is also a special section for men.

A cocktail party for the press was staged for the opening of the new salon followed by a Hollywood premiere at which motion picture stars, including Joan Blondell, Kay Francis, Adrienne Ames, Binne Barnes and Claudette Colbert participated.



EXTERIOR AND FOYER OF NEW HOUSE OF WESTMORE SALON AT HOLLYWOOD

## F. E. M. A. Convention Plans

Added to the plans for the annual convention of the Flavoring Extract Manufacturers Association which appeared in our last issue, have been details of the annual golf tournament, a feature of these conventions for many years. The tournament will be played on the splendid course of the Medinah Country Club. There will be luncheon at the club followed by an afternoon of golf beginning at one o'clock. Splendid prizes have been secured for winners in the several classes.

Code discussion and the legislative report will be the principal features of the general business meetings. Reports by John S. Hall, executive secretary and general counsel and by the legislative committee will feature the proceedings. Several interesting technical papers are also promised.

The convention headquarters will be the Lake Shore Athletic Club and the convention will open with a session of the executive board on June 2 with the general sessions beginning on June 3. Reservations should be made as promptly as possible in order that the committee may complete its arrangements for entertainment.

## Cosmetics at A. M. A. Show

Several manufacturers of cosmetics will be represented at the commercial exhibit to be held in connection with the annual meeting of the American Medical Association at Atlantic City, N. J. the week of June 11. Among the products shown will be the shaving cream line of the Mennen Co., Newark, N. J.; "Cover Mark", the birth mark preparation devised by Lydia O'Leary Co., New York; a line of "non-allergic" cosmetics under the name "Almay", shown by Schieffelin & Co., New York and the "Marcelle non-allergic" cosmetics by Marcelle Laboratories, Chicago.

## Hugo L. Bell Is Married

Hugo L. Bell, vice-president of Lehn & Fink, Inc., New York, was married on April 12 to Mrs. Dale Greene. Mr. and Mrs. Bell left for Bermuda the following day and planned to make their home in New York on their return.



## Chemical Tercentenary Celebrated

New York City was the scene of the meeting of the American Chemical Society, held late in April as a celebration of the Tercentenary of American Chemistry. Chemists and technical men from all parts of the country and many from foreign countries attended the sessions and participated in the celebration. Of chief interest from a technical standpoint to readers of this journal was the paper delivered by E. C. Crocker of Arthur D. Little, Inc., Cambridge, Mass., on "Seeking a Working Language for Odors and Flavors."

The author who in collaboration with L. F. Henderson devised a plan for classification of odors which was published in detail in *THE AMERICAN PERFUMER (Analysis and Classification of Odors, Crocker, E. C., and Henderson, L. F., XXII, 6, 325, August, 1927)* said that the human nose is a detecting instrument of truly spectroscopic sensitivity, for it gives distinct indications of the presence of many kinds of organic materials in cases where only millionths or even billionths of a milligram are present in a liter of air. The nose is very easy to use for analytical or comparative purposes, but its actual usefulness is seriously limited by the lack of an adequate language for the expression and recording of odor impressions. The term impressions is used advisably, for there is scant hope that an impersonal "electric nose" can be developed which will operate on the infinitesimal concentrations noted above, forcing us to the alternative of interpreting properly our own subjective impressions.

The paper aroused much interest among perfumers, who had scarcely realized the limitations of expression in their art. The paper itself was virtually a plea for more physiologists and psychologists to work in the difficult field of odor classification, so that the useful sense of smell can be placed on a plane comparable with that of touch, taste, sight and hearing. The speaker referred to the various systems of odor classification which had been devised, including one devised by L. F. Henderson and himself some years ago, but considered that none of these can be either established or rejected, let alone used widely, until a proper physiological basis is laid by competent physiologists, of nerve facts concerning the sense of smell, as has been done for the other senses. When this is done, such odor descriptions as "peculiar", "characteristic", etc. will forever pass from chemical literature, and accurate and helpful expressions will take their place.

## New Lewis Brothers Official

Belle Lewis has been elected secretary and treasurer of Lewis Bros., Inc., New York, following the death of James H. Lewis, who had held that position for some years. Mr. Lewis who had been associated with his brothers in ownership and management of the firm, died late in January.

## N. W. D. A. at New Address

The National Wholesale Druggists' Association, for many years located at 51 Maiden lane, New York, has moved to much larger quarters at 330 West 42nd street. Dr. E. L. Newcomb, executive vice-president and secretary, is in charge of the office and the activities of the Association.

## Coming Conventions

All-Industry Perfume and Cosmetic Manufacturing Convention, Hotel Plaza, New York, May 21-23, 1935.

American Oil Chemists' Society, Peabody hotel, Memphis, Tenn., May 23-24, 1935.

Flavoring Extract Manufacturers' Association, Lake Shore Athletic Club, Chicago, Ill., June 3-5, 1935.

American Pharmaceutical Manufacturers Association, Hershey hotel, Hershey, Pa., June 3, 1935.

Association of Canadian Perfumers and Manufacturers of Toilet Articles, Seignory Club, Lucerne, Que., June 3 and 4, 1935.

National Association of Insecticide & Disinfectant Manufacturers, Edgewater Beach hotel, Chicago, June 10 and 11, 1935.

Proprietary Association, Greenbrier hotel, White Sulphur Springs, W. Va., June 5-7, 1935.

American Pharmaceutical Association, Multnomah hotel, Portland, Ore., August 5-10, 1935.

Federal Wholesale Druggists Association, Hotel Statler, Buffalo, N. Y., September 17-19, 1935.

National Association of Retail Druggists, Netherland-Plaza hotel, Cincinnati, O., September 23-24, 1935.

National Hairdressers' and Cosmetologists' Association, Hotel Pennsylvania, New York, October 13, 1935.

United Medicine Manufacturers of America, Waldorf-Astoria hotel, New York, October 17 and 18, 1935.

American Bottlers of Carbonated Beverages, Fifth Regiment Armory, Baltimore, Md., November 18-22, 1935.

Exposition of Chemical Industries, Grand Central Palace, New York, December 2-7, 1935.

## Luzier's Has Regional Meeting

More than 100 dealers and sales representatives for Luzier's, Inc., Kansas City, gathered at the Deshler-Wallick hotel, Columbus, O., on May 8 for a regional sales meeting. Speakers included O. A. Greer, general sales manager of the company; C. G. Smithson, regional division manager, and W. H. Jones, district manager for the Southwestern Ohio territory.

## Plough Expanding on Coast

Plough, Inc., of Memphis, Tenn., in declaring a quarterly dividend on April 1, pointed out that development of sales are now under way in California and Oregon where five new representatives have been added. A total of 4,373 checks amounting to \$74,107.50 were mailed as compared with \$60,558 to 3,626 stockholders on April 1, 1934.

## Pritchard Heads Royal Soap

Reorganization of the Royal Soap Co., Kansas City, Mo., has been completed with the election of G. U. Pritchard as president. T. F. Offenstein is vice-president; C. F. Reisch, treasurer; and Lee Reeder, secretary. In addition to the officers, Raymond Snow completes the board of directors.



## Pharmaceutical Manufacturers to Meet

A program of unusual interest has been arranged for the annual meeting of the American Pharmaceutical Manufacturers Association at the Hotel Hershey, Hershey, Pa., June 3 to 6, according to Carl N. Angst, president. Charles Wesley Dunn, counsel for the organization, will report on the Copeland Bill, and several committees will have important reports. A golf tournament will be one of the program features.

## Synflour Appoints Stevenson

The Synflour Scientific Laboratories, Inc., Monticello, N. Y., in accordance with its policy of expansion, has appointed W. N. Stevenson, Jr., 112 North Front street, Philadelphia, Pa., as Philadelphia representative. Mr. Stevenson is technically trained to handle the products of the old established house of Synflour. Luis de Hoyos, manager of the firm, recently spent some time in Philadelphia visiting the trade with their newly appointed representative. Mr. de Hoyos, who is also Mayor of Monticello, has recently completed a 6000 mile trip with his Southern representative, Dr. Warren M. Curry, of Atlanta, Ga. Mr. de Hoyos says he found business conditions very favorable.

## de Gorin on Retail Program

The Read Drug & Chemical Co., Baltimore, Md., is sponsoring a series of morning programs over Station WFBR, Baltimore. These programs are under the direction of Serge de Gorin, who is well known in the



MR. DE GORIN AND MISS NANCY TURNER AT WFBR

toilet preparations industry. Mr. de Gorin answers questions relating to beauty problems, recommending various types of preparations. This work is being done independently of the manufacturers of cosmetics, and the products of no particular manufacturer are especially recommended.

## Seeley Tube & Box Moves

The Seeley Tube & Box Co., which has been located for nine years at 140 Thomas street, Newark, N. J., has taken the entire building at 360 Thomas street. Here the company will occupy floor space of 60,000 square feet—materially larger than that available at the old quarters. The building is a modern, daylight factory with railroad siding. Greatly increased manufacturing facilities are available at the new address.

## Drury Now Schimmel Representative

Schimmel & Co., Inc., New York, has appointed A. C. Drury & Co., Inc., Chicago, as representative for the sale of the Schimmel line of essential oils, synthetics and perfume specialties and flavors in Mid-Western territory. It is intended to carry stocks of Schimmel products at the Drury headquarters in Chicago, so that deliveries to customers in the Middle West will be greatly facilitated.



ARTHUR C. DRURY

Mr. Drury and his associates have rapidly brought his company to the forefront in the Chicago area through their thorough knowledge of the consuming industries and long and friendly contact with the important consumers of perfumery and cosmetic raw materials.

The Schimmel line is well known in the United States, and the recently organized Schimmel & Co., under the direction of Gert Keller, general manager, is rapidly building up a sales and service organization. In addition to the line of Schimmel & Co., A. G. of Miltitz, Germany, the company handles a line of essential oils and other raw materials of its own direct importation.

Mr. Drury has also advised us that his company has just been appointed Mid-Western representative for the Atlantic Refining Co., Philadelphia, producers of petroleum products for the drug and cosmetic industry. Stocks of Atlantic products will also be carried at the Drury headquarters in Chicago.

## Lady Esther Cited by F. T. C.

Lady Esther, of Evanston, Ill., manufacturer and distributor of Perfumes and toilet preparations, including "Lady Esther Face Cream", is charged in a Federal Trade Commission complaint with unfair methods of competition in violation of the Federal Trade Commission Act and of the Code of Fair Competition for the Perfume, Cosmetic and Other Toilet Preparations Industry. The case was referred to the Commission on relation and representation of the N. R. A.

Advertisements published in magazines and newspapers and broadcast by radio are alleged in the complaint to contain false and misleading representations as to the properties and effect of the use of Lady Esther Face Cream and of face creams offered for sale by competitors. These representations are said to have had a tendency to unfairly divert trade from competitors.

Friday, June 21, is designated for the respondent to show cause why an order to cease and desist from the practices alleged should not be issued.

## Sales Executives Elect Moore

J. H. Moore, president of London House, Ltd., New York, has been elected to the post of secretary of the Sales Executives Club of New York. Kenneth M. Goode is president of the organization.

## Guenther Sails for Europe

Dr. Ernest S. Guenther, chief research chemist of Fritzsche Bros., Inc., New York, returned recently from an eight weeks' trip, during which he called on customers and friends of the company in the Middle West and as far as the Pacific Coast. He also delivered an illustrated lecture on production of essential oils and other perfume raw materials before several universities and scientific societies. He is very enthusiastic about the possibility of development of a domestic floral and essential oil industry in the Far West.

Dr. Guenther sailed May 11 on the *Conte di Savoia* for Southern France where he will take charge of the essential oil and flower oil production at the Fritzsche factory in Seillans, of which he is director. He will also make an extended motor tour of Europe, investigating essential oil conditions, and will conduct special investigations in Austria, Yugo-Slavia and Holland. He will probably visit Northern Africa as well, remaining in Europe until the autumn.



DR. ERNEST S. GUENTHER

## Lautier Fils in Larger Quarters

Lautier Fils, Inc., New York, has moved to much larger and more convenient quarters at 154-6-8 West 18th street. For several years the company has been located at 78 Beekman street but growing business necessitated increased office and warehouse space. At the new address the company will have approximately twice the floor space available at the former offices. The company, which is an affiliate of Lautier Fils, Grasse, France, is under the direction of C. H. Bourguet, general manager.

## Charabot to Visit Here

Senator Eugene Charabot, head of Charabot & Co., Grasse, France, represented here by Ungerer & Co., New York, will be a member of an official delegation which will come to New York on the maiden trip of the new French liner, *Normandie*. The ship will arrive June 3 and Senator Charabot will be in New York for a short visit.

## Coty Profit Off Sharply in 1934

Coty, Inc., New York, and domestic subsidiaries report for the year of 1934 a net income of \$89,761 after expenses, depreciation, loss on sale of mortgages and securities, provision to increase reserve for excise taxes, Federal income taxes and other charges. This is equal to 6 cents a share on 1,537,435 shares and compares with a net income in 1933 of \$222,776, or 14 cents a capital share.

## Marriage of Manuel Gomez

Manuel Gomez, president of the Laboratorios Du-Val, San Luis Potosi, Mexico, whose company is one of the important manufacturers of toilet preparations in Mexico, was married recently to Miss Enedina Salgado.

## Foster Opens New York Office

Foster Jewelry Co., Inc., Providence, makers of compacts and toilet accessories for the retail trade has opened offices and display rooms at 307 Fifth avenue, New York. In charge of the new office is Ira Barzilay.

## Silbersack with American Home Products

Walter F. Silbersack has been elected a director of the American Home Products Co., Detroit. Stockholders of the company voted to increase the board of directors to twelve members to permit his election.

## Megowen a Director of Container Corp.

C. R. Megowen, controller of the Owens-Illinois Glass Co., Toledo, O., has been elected a director of the Container Corp. of America, Chicago. His election completes the board's membership of eleven.

## Hasslauer Moves in Paris

Etablissements Victor Hasslauer, represented in the United States by Compagnie Parento, Inc., Croton-on-Hudson, N. Y., has advised us that its headquarters have been moved to 89 Rue de l'Universite.

## Marriage of Charles R. Rosevear, Jr.

Charles R. Rosevear, Jr., of Thurston & Braidich, New York, importers of gums and vanilla beans was married May 15 to Miss Marian B. Kidd of East Orange, N. J. The ceremony was performed at the 1st Congregational Church, Montclair, N. J., and the young couple sailed on the *Haiti* of the Colombian Line for a cruise of the West Indies and Caribbean. Mr. Rosevear joined the firm a few years ago, giving up a promising career in the field of aviation to join Thurston & Braidich, with which his late father had been associated for many years. He was made a partner early last year. Our congratulations and best wishes are extended to Mr. and Mrs. Rosevear.



CHARLES R. ROSEVEAR, JR.

## Sterling Products Profit Lower

Sterling Products, Inc., Wheeling, W. Va., and subsidiaries report for the three months ended March 31 a net profit of \$2,529,383 after taxes and charges, equal to \$1.44 a share on 1,750,700 shares of \$10-par capital stock. This compares with \$2,773,796, or \$1.58 a share, in the first quarter of 1934.

## P. & G. Refused "Chipso" Trade Mark

The Procter & Gamble Co., Cincinnati, has lost its right to registration of the word "Chipso" as a trade mark for soap chips under a decision of the United States Court of Customs and Patent Appeals. The court upheld earlier opinions of the Examiner of Trade Mark Interferences and the Commissioner of Patents in holding the mark to be confusingly similar to "Chase-O," the trade mark of the J. L. Prescott Co., Passaic, N. J.

The Prescott organization registered "Chase-O" in 1913, while the mark "Chipso" was not registered until 1921. The court found that the two words so nearly resembled each other that there was likelihood of confusion in the public mind, and declared that the second mark should not have been registered.

The Procter & Gamble Co., Cincinnati, has reported for the three months ended March 31 consolidated net earnings of \$5,250,443. Of this sum \$1,200,000 is being set aside for material and products price equalization, leaving \$4,050,446 available for dividends.

The company has opened a large and reorganized Western New York district office at Syracuse under the direction of W. D. Curren. All details of sales, credits, accounting, routing and shipping for the entire State, outside of the Metropolitan district, will be handled by the new office.

## Organize Seebasco Laboratories

Seebasco Laboratories, Inc., has been organized in Philadelphia for the manufacture of facial comforts and proprietary remedies. One of the products that the new concern expects to feature is "Quan-da-sac," a compound of essential oils. Plans have been made to exploit the merchandising possibilities of attractive packaging and many of the products will be offered in appropriate containers. The officers of the corporation are Dr. Arthur E. Bassett, president; B. L. Seely, vice president; Roland G. E. Ullman, treasurer; and Nancy S. Seely, secretary. Manufacturing is directed from 246 S. 15th street and offices are located for the present at 1520 Locust street. A campaign of newspaper advertising is being placed by the Ullman Agency, Philadelphia.

## Doherty with Northam Warren

James M. Doherty for several years connected with the Pope Publishing Co., publishers of *Toilet Requisites* as advertising manager, has resigned and will be associated with the Northam Warren Corp., New York, makers of "Cutex" manicuring specialties and "Odorono" deodorant on special sales research work.

## Exhibition of Scientific Pharmacy

An exhibition of scientific pharmacy covering five floors, will be opened to the public at the College of Pharmacy, Columbia University, New York, on Friday and Saturday, May 24 and 25, and Friday and Saturday, May 31 and June 1. All phases of pharmaceutical science will be covered.

Alumni of the College of Pharmacy held their annual Prom May 13 at the Hotel Edison, New York.

## Speakers Attack Spending Policies

Members and guests of the National Economy League at a dinner held at the Biltmore hotel in New York, May 7, heard three speakers of national prominence discuss present spending and budgetary policies of the National Administration and launch vigorous and at times almost violent attacks upon those policies. The speakers were Lewis W. Douglas, formerly Director of the Budget and now an executive of the American Cyanamid Co., Carl P. Dennett of Boston and Senator Millard E. Tydings of Maryland. Mr. Tydings made the most vigorous speech stressing the need for governmental economy.

He said in part: "Governments which have permitted large and repeated deficits to be financed by recurrent borrowings from the banks have universally seen their money precipitately drop in value, with great losses, wild confusion, panic, disorganization and disorder. Government credit, like all things, has a beginning and an end. This government already has used up over one-half of the sound credit of the banks. If it persists in pursuing its present policy with what remains of the second half of the sound bank credit, then all of its credit diminishes in value, and every holder of that credit will suffer his or her proportional loss to the extent that the government oversteps the mark."

"There may be people deluded by demagogues who suppose that this money does not have to be repaid, or that only the rich will repay these borrowings by our government. That has been the thought for centuries, but always when the inevitable new tax has been levied it has been found that the man who toils down the furrow, labors at the forge or drives the engine along the track, in proportion to his income finds that he is contributing most to the maintenance of government."

"And this great national debt will be wrung out of the labors and the sweat of our people, just like all other government debts in all the history of mankind have been repaid."

The Senator urged the Economy League to support pending legislation in Congress to tighten up the budget laws and compel the Administration to spend within its income.

## Dedrick in Verley Eastern Office

A. J. Dedrick, who has been travelling the Mid-West for Albert Verley, Inc., Chicago, will in the future make his headquarters in the New York office where he will assist L. J. Zollinger, vice-president of the company in charge of Eastern territory. In addition to his new duties, Mr. Dedrick will continue his contacts with his many friends in the Middle Western section.

## Helena Rubinstein, Inc., Has Profit

Helena Rubinstein, Inc., New York, and subsidiaries report for the year of 1934 a net profit after depreciation, taxes and other charges of \$159,357, equal to \$1.54 a share on 103,550 no-par shares of \$3 convertible preference stock. This compares with earnings in 1933 of \$182,408, or \$1.69 a share on 107,487 shares of preference stock.



## James A. Webb & Son End 100th Year

James A. Webb & Son, Inc., New York, pioneer American alcohol manufacturers, are observing this year the completion of a century of progress in their field. It was in 1835 that A. V. H. Webb, father of James A. Webb, founded the business in an establishment at 418 Broadway at the corner of Canal street.

Known in those days as "Webb's Emporium of Light," the firm manufactured camphene and alcohol for service in portable lights, a use which continued until the later introduction of kerosene oil. The first office was in the center of surroundings now historic, just a few doors from the old Broadway House, at Broadway and Grand street, one of the most noted hotels of its day and the headquarters of the old Whig



WHERE J. A. WEBB & SON, INC., WAS FOUNDED  
IN 1835

party. A line of four-horse coaches plied past the door on their way from lower New York to upper Fifth avenue.

In 1853 James A. Webb succeeded his father, and the business was moved two years later to 165 Pearl street where it remained for nearly half a century. The distillery at that time was at North Moore street. Subsequently the office was at 52 Stone street for 20 years, at 27 South William street, and from 1923 to 1930 at 110 East 42nd street. In the latter year the company moved to its present quarters in the Lincoln building, 60 East 42nd street.

The Civil War closed Southern ports and shut off supplies of turpentine from which camphene was refined, but petroleum was discovered at that time and Mr. Webb added the refining of that oil to his other business. Later when the refining interests were consolidated, he devoted his attention more particularly to the production and selling of tax paid alcohol for industrial use.

In 1881, James Augustus Webb, Jr., was graduated from Princeton University and soon after went into business with his father under the name of James A. Webb & Son, which was incorporated in 1915, when the company became a subsidiary of the U. S. Industrial Alcohol Co. Prior to that, it had been for a number of years a subsidiary of the American Distributing Co.

Credit for the successful growth of the company has been due to the able direction of its executives, many of whom have served the organization for unusually extended periods of time. Among these may be

mentioned Paul Harrison, president for many years; William H. Nutt, who established a high record for length of service; William Webb Davis, a nephew of James A. Webb, who retired this January after 56 years with the firm; and Augustus F. Wortman, manager, who joined the company on January 1, 1888.

We are glad to congratulate James A. Webb & Son, Inc., on beginning their second century of progressive growth and to wish that they may experience many more years of continued prosperity.

## Opposes Package Award Contests

The latest issue of *Packaging Digest* devotes a considerable amount of space to a discussion of the effect of package awards upon packaging in general. An article by Paul Ressinger, well known designer, treats the subject at some length and an editorial endorses Mr. Ressinger's views. In brief, they are to the effect that the multitude of prize awards is likely to prove damaging to packaging in general because of their emphasis upon a single phase of the subject and their total lack of consideration for the special purposes of particular packaging efforts.

## Coast Representative for Economic

Economic Machinery Co., Worcester, Mass., advises that it has completed arrangements with Russell Gowans of Western Stopper Co., Inc., San Francisco, for representation throughout California, New Mexico, Arizona, Nevada and the western part of Texas and the Hawaiian Islands; also with the Los Angeles branch of the company, which is under the direction of W. B. Crane. Mr. Crane for many years represented Economic Machinery Co. on the West Coast.

The Northwestern territory will be handled by K. A. Moore, Seattle, Washington, and Ernest F. Marianni, whose headquarters will be at Salt Lake City.

## Heads Armstrong Closure Advertising

M. S. Ireys, former advertising manager of the Reynolds Metals Co., Inc., New York, is now in charge of advertising of closures for the Armstrong Cork Co., Lancaster, Pa. He succeeds E. V. Carlquist, who left the Armstrong organization after seven years to become advertising manager of the Thermoid Rubber Co. and subsidiaries at Trenton, N. J.

## Mumpton Back from Vacation

Richard L. Mumpton, president of Glebeas, Inc., New York City, has returned from Pinehurst, N. C., where he established a new record for himself on the golf links. While in Pinehurst Mr. Mumpton played golf with E. R. Hewitt of the Hewitt Stores in Binghamton, N. Y., and B. T. Bush, manager of the aromatic division of the Naugatuck Chemical Co., New York.

## Interstate in Larger Quarters

Interstate Color Co., New York, advises us that an increasing volume of business has necessitated materially enlarging the New York headquarters at 5 Beekman street. The company will occupy a much larger space on the same floor on which it is now located.



### Louis Koster Visiting Here

Louis Koster, partner in Koster-Keunen, Aalst, Holland, and Sayville, N. Y., arrived on the *Europa* April 23 for a three months' stay in the United States.

Alphonse Koster, his brother, sailed on the *Majestic* May 2 for a vacation trip abroad, which will include an inspection of the Fair in Brussels, Belgium. On his return, Mr. Koster will be accompanied by Joseph Koster, a third son of Louis Koster, who will come here to learn the business in America. Then Fritz Koster, who arrived recently, will return to Aalst until next Spring.

### Continental Can History Reviewed

Arthur Pound, writing in the May issue of *The Atlantic Monthly*, reviews the rise of the Continental Can Co. since its organization in 1904. His discussion is entitled "Pouring Ideas into Tin Cans."

The expansion of the Continental Can Co., according to Mr. Pound, has been coincidental with the development of the tin packaging industry and the decline of loose, unpackaged, unbranded merchandise. The successive mergers and acquisitions that brought the company to its present position are recounted, and the organization's research work and technical development are given full mention.

### Rosett on Western Trip

Louis A. Rosett, president of Florasynth Laboratories, Inc., New York, left by plane May 7 for Chicago. Mr. Rosett intends making a survey of business conditions in the toilet preparations and allied industries in the Middle West, and while in Chicago will arrange for larger quarters for the Chicago branch. Increasing business in this territory has made considerably increased space necessary. Robert Oppenheimer has been engaged as an additional representative in the city of Chicago where he will work under the direction of William S. Schram, who heads the Chicago office.

### New Honors for Moutet

In recognition of his service in developing French export trade, J. Henri Moutet, essential oil producer, has recently been requested by the French Minister of Commerce and Industry to serve for a period of five years as a counselor to the Comité des Conseillers du Commerce Extérieur de la France. M. Moutet was named a Chevalier du Mérite Agricole in 1919 after his work in lavender cultivation and distillation. He is proprietor and managing director of the Usine St. Claude, Grasse, and of the Distilleries de Fleurs de Lavandes Alpines, Sisteron, Basses-Alpes, France.

### Corkran in Larger Quarters

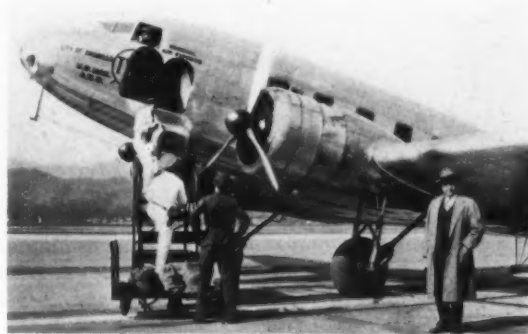
Sewell H. Corkran, manufacturers' agent, has taken much larger office space at 30 East 42nd street where he is now located in Suite 424. Mr. Corkran's growing business with the toilet preparations and allied trades has made this increased space necessary. He represents E. N. Rowell Co., Batavia, N. Y., manufacturers of paper boxes, and A. H. Wirz, Inc., Chester, Pa., collapsible tubes.

### Stokes Coast Office Moves

W. I. Frost, West coast representative of the F. J. Stokes Machine Co., Philadelphia, manufacturers of chemical and pharmaceutical equipment, has moved his office to Room 502, 524 South Spring street, Los Angeles, Cal.

### Gampert Back from West Coast

Louis Gampert, vice-president of the Felton Chemical Co., Inc., Brooklyn, N. Y., has returned to his office after completing a five weeks business trip to the West Coast and the Middle West. Mr. Gampert spent about three and a half weeks with Albert Albek, manager of the company's Western branch, and expressed great



MR. GAMPERT STANDING BESIDE PLANE

satisfaction with the progress made by Mr. Albek in that territory.

On his way back to New York, Mr. Gampert made short stops at the company's St. Louis and Chicago branches. The entire trip was made by plane, the Westward trip from New York to Los Angeles having been made in an overnight hop. Mr. Gampert is an enthusiastic air traveler.

### Allondon Opens Office Here

Les Usines de l'Allondon, S. A., Geneva, Switzerland, manufacturers of aromatic chemicals, have opened offices in New York, to take care of their American business. Space has been taken at 11 West 42nd street and the offices are under the direction of Charles M. Martin. Mr. Martin is a native of California. He recently spent about nine months in Europe, much of his time at the Allondon plant in Geneva and the remainder in Grasse, studying the line and the production of perfume raw materials. He advises us that Dr. A. Kaufmann, head of his company will shortly visit the United States.

### Loir Lesquendieu Technical Manager

In our April issue an item calling attention to the nomination of Marcel Loir as chevalier of the Legion of Honor, mentioned him as director of the house of Lesquendieu. We are advised that M. Loir is technical manager of the company's plant at Ivry. Albert Cousinery is general manager of the company.

## Ferdinand Bush

We record with regret the death on April 4 of Ferdinand Bush of W. J. Bush & Co., Ltd., London. Mr. Bush, who was the youngest son of the late William John Bush, founder of the company, passed away at his home at Bexhill-on-Sea after a brief illness. He was 59 years old. From 1908 until 1916 he represented the company in Scotland, but was recalled in the latter year to assume the duties of general manager. In 1922 he was elected a director of the company and continued to serve on the board and in a managerial capacity until his death.

## Leroy Fairman

Leroy Fairman, for many years an advertising executive, and contributing editor on merchandising for *THE AMERICAN PERFUMER*, died at his home in Forest Hills, Queens, Monday, April 29. Mr. Fairman was born in Fairfax, Vt., sixty-nine years ago. He was graduated from the University of Vermont, and after a short period as a teacher of English, he went to Washington, D. C., as a newspaper reporter.

In 1905 he came to New York and engaged in advertising work. He was for a time editor of *Advertising and Selling* and was associated at various times with important advertising agencies as copy writer and copy chief. Several years ago he organized the International Art and Advertising Service, with which he was connected at the time of his death. He leaves a widow, Mrs. Agnes Rowe Fairman.

Mr. Fairman was a man of unusual attainments, and in addition to specialized knowledge of advertising and merchandising, he possessed a broad sense of values which made his work, as a writer and consultant, of unusual value. As a member of the staff of this magazine his genial personality, sound advice and penetrating insight into advertising and merchandising problems will be sorely missed.

## John J. Flood

John J. Flood, treasurer of A. Joncaire, Inc., manufacturers and importers of perfumes, Boston, died at the home of his daughter in Arlington, Mass., May 6 at the age of 79. He had been in failing health for some time. Mr. Flood had been treasurer of the Joncaire company for more than 15 years. Funeral services were held from his daughter's home May 9 followed by a solemn high mass of requiem at St. Agnes Church. Interment was at Hudson, N. H. Mr. Flood leaves three sons, three daughters and two grandchildren. He had made his home at Arlington for 16 years.

## Dr. Ernst Bischoff

Dr. Ernst Bischoff, president of the Ernst Bischoff Co., Inc., New York, died after a cerebral hemorrhage at his home in that city on April 19. He was 71 years old.

A native of Germany, Dr. Bischoff attended Strasbourg University and received his doctor's degree in chemistry and philosophy at the University of Goettingen. He came to New York in 1892 and, with his brother, Carl Bischoff, now living in Lugano, Switzerland, founded C. Bischoff & Co., manufacturers and importers of dyestuffs. In 1898 he organized the Ernst Bischoff Co., Inc., of which he was president until his death. His firm originated and developed products used in finishing textile fabrics and distributed essential oils and synthetic flower oils.

Dr. Bischoff married Miss Adele Timme, who died in 1931. He leaves a son, Edward T. Bischoff, secretary of the Bischoff company and a resident of Englewood, N. J.; two daughters, Miss Ilse Bischoff, illustrator and wood engraver, and Mrs. H. G. Terwilliger, both of New York; two brothers and three sisters.

## W. C. Forbes

W. C. Forbes, president of the Foster-Forbes Glass Co., Marion, Ind., died last month at Passavant Memorial Hospital, Chicago. He was 55 years old. Mr. Forbes had experienced a temporary recovery from a major operation performed last January, but later complications set in, causing his death.

Born in Missouri, Mr. Forbes spent a number of years of his early life in Roanoke, Va., before moving to Chicago. He had been connected with the Foster-Forbes Glass Co. and its predecessor companies since 1900. He succeeded to the presidency after the death of A. M. Foster, with whom he had been closely associated for the past 35 years. Mr. Forbes had a wide acquaintance in the glass container industry, which he served for so many years, and was considered one of its outstanding leaders.

He leaves his wife, Kathryn P. Forbes; a son, William P. Forbes; a sister, Mrs. Barrett Snyder, Marion, Ind., and two brothers, Leo Forbes, Chicago, and Howard Forbes, Boston.

## Alfred Irénée du Pont

Alfred Irénée du Pont, vice-president and general manager of E. I. du Pont de Nemours & Co., Inc., until his retirement from the firm in 1916, died April 29 at his estate in Jacksonville, Fla. He was 70 years old.

Mr. du Pont played an important part in the reorganization of the du Pont company and the consolidation of its widespread interests during the period from 1902 to 1916 and up to the time of his death was a leading stockholder in the organization. Among his many outside interests was the purchase in 1918 of the Grand Central Palace, New York, home of many trade expositions.

He leaves his wife, the former Miss Jessie D. Ball, a son and five daughters.



THE LATE  
LEROY FAIRMAN

## Robert Raymond Lampa

Robert Raymond Lampa, first vice-president of the Lehn & Fink Products Co., New York, until his retirement in 1925, died April 29 at his home in Teaneck, N. J. He was 72 years of age.

Born in Germany, Mr. Lampa was brought to the United States while still an infant. He started his business career with Lehn & Fink in 1877 as errand boy, meanwhile studying at night to become a graduate of Cooper Union and the Columbia University College of Pharmacy.

At the age of 29 he became second vice-president of the firm, later being advanced to the post of first vice-president.

In addition to being an authority on botanical drugs, essential oils, crude drugs and chemicals, Mr. Lampa in 1929 published a book of poems called "Stardust." He was for many years poet laureate of the New York Veteran Druggists Association, of which he had been president twice. He was also a member of the American and New York State Pharmaceutical Associations, the Drug and Chemical Club, the Foreign Policy Association and various Masonic organizations. More than 30 years ago he headed the West Hoboken Civic Association which elected a reform ticket in West Hoboken, N. J.

Besides his wife, he leaves five children by a previous marriage. They are Dr. Harry M. Lampa, Mrs. Mildred Forsythe, Mrs. Eleanor Chamberlain, Mrs. May Belte and Miss Lucille Lampa.

## Percy Procter

Percy Procter, founder with the late Allen Collier of the Procter & Collier Co., advertising specialists of Cincinnati, died of a cerebral hemorrhage April 29 at Atlantic City. He was born 84 years ago, the son of William Procter, who, with James Gamble, founded the Procter & Gamble Co.

Mr. Procter started his business career with the soap company, but left to organize the advertising agency. He was an uncle of Col. William Cooper Procter, chairman of the Procter & Gamble Co. until his death last year, and was a brother of the latter's father, William A. Procter, president of the soap company for many years.

## Frederick March Chase

Frederick March Chase, vice-president of the Commercial Solvents Corp., New York, died suddenly at his home in that city on April 30. A consulting engineer, Mr. Chase was formerly a specialist for the New Jersey Zinc Co. and was an associate of Bernard M. Baruch, chairman of the War Industries Board, during the World War. He was 59 years old.

After the war, he was a partner in the firm of L. L. Somers & Co., consulting engineers, now Chase & Waring.

Mr. Chase married Miss Margery E. Lambertson, who died some years ago. He leaves a son, William Gundry Chase, and a daughter, Mrs. Sarah Chase Waring.

## Cleveland Consumer Preference Survey

An actual "bathroom inventory" of 5,457 Cleveland homes has recently been completed by the Cleveland Press with a view toward providing a complete picture of market data on drug and cosmetic packaged goods on hand and in use by consumers of that city. While the results of the survey naturally apply to Cleveland alone, many of the salient statistics on leading cosmetic items should be of considerable interest to the industry.

Face powders were found in 87% of the homes visited, with "Lady Esther" leading the field with 20.6% of the total, followed by "Coty's" with 7.6% and "Woodbury's" with 5.9%. The balance of the market was shared by 352 other types of face powder.

Among cold creams, which were in 54.4% of the homes, "Pond's" stood first with 27.4% of the total, followed by "Lady Esther" with 22.3% and "Vita Ray" with 8.9%. There were 279 other brands.

The lipstick market was led by "Tangee" with 10.5%, "Max Factor's" with 7.7% and "Kissproof" with 6.1%. Lipsticks were found in 42.1% of all homes, and there were 190 brands in addition to the three leaders.

One company dominated the field for liquid nail polish, which was found in 54.3% of the homes. "Cutex" was represented among 59% of all users, followed by "Miragro" with 6.6%, "Lady Lillian" with 5.6%, "Glazo" with 3.3%, and 131 other brands. "Princess Pat" led among dry rouges with 10.2% of the field, while "Angelus" was first among paste rouges with 7.8%. "Campana's" held 31.4% of the hand lotion market.

Perfumes, found in 31.5% of homes, included "Coty's" with 20.8%, "Evening in Paris" with 11.9%, "Elizabeth Arden" with 5.4%, and 254 other brands. Liquid deodorants, located in 26% of homes, revealed "Odorono" with 58.6%, "Dew" with 11.7%, "Non-Spi" with 10.3% and 64 others.

Lather shaving creams, used by 48.5% of the families, included "Palmolive" with 24.3%, "Williams" with 13.4%, "Colgate's" with 10.4%, and 157 others. Brushless shaving creams, found in 22.1% of homes, were "Barbasol" with 37.7%, "Molle" with 30% and 69 others. Shaving soap cakes were found in 19.4% of the homes, shaving powders in 10.7% and shaving soap sticks in 5%.

Tooth paste was reported in 75.9% of the families, while tooth powder was reported in 38.2% of the homes, reflecting the gain in powder sales analyzed in the April issue of *THE AMERICAN PERFUMER*. "Pepsodent" was found in 15.1% of the homes using tooth paste, "Colgate's" in 14.4%, and "Squibb's" in 8.4%, with 132 other makes in use. Among tooth powders "Dr. Lyons" stood first with 65% of all users, followed by "Calox" with 3.3%, "Colgate's" with 3.2% and sodium perborate with 3.2%. There were 83 other brands.

One phase of the survey showed that while 46.3% of the 2,213 users of talcum powder employ it for chafing, 31.7% for body odor, 12.5% for itching, 12% for foot trouble and 11.9% for chapped hands, other uses for this product vary from pimples and boils to corns and bad breath.



## Chicago News Notes

HERE'S the news and all the details concerning the Formal Dinner Dance and the May Party of the Chicago Drug & Chemical Association held at the grand ballroom of the Lake Shore Athletic Club May 2. Boy Oh Boy, what a party it was, Yes Siree; Atmosphere?—well, just loads of it. Steller attractions?—talent second to none. The Band?—well a fifteen piece, nationally known orchestra, whose melodies, enthrall, but whose rhythm can make an octogenarian caper. The Cuisine?—it would tickle the palate of an epicurean. The ladies, of course, were all present, whether wives, daughters, mothers or sweethearts, and believe us, they were all very welcome. And did we mention, that the Chicago Drug & Chemical Association played host to all the members, giving a complimentary ticket to each member and his wife or sweetheart, the only requirement being, that it required the 1935 membership ticket to secure admission. Guests, too, were invited, although they were limited to four in number per member, with a nominal charge of \$5.00 per guest.

Tables were planned to accommodate six or eight, but the overworked committeeman, J. J. Kassenbrock, provided larger tables for those that made special arrangements in advance. The attendance? well advance arrangements were made for 264, but when noses were counted it totaled up to over 300. This party as every one knows, was originally intended to honor the incoming president and to let the outgoing president know, what the members thought of his administration. The newly elected president, F. L. McCartney, gave a wonderful speech, containing a lot of promises, of what he hopes to accomplish during the year, etc., bigger and better, etc., but his spiel of welcome to all the guests present certainly went over big. Mac then called upon the retiring president, "Mike" Zimmer, to sing his swan song, and believe us, when we mention, that "Mike" was so overcome with emotion and feeling that it was with extreme difficulty that he managed to start his speech. It was a sincere, straight from the heart talk and neither "Mike" nor the guests will ever forget this talk. At the conclusion of his talk, "Mike" received a beautiful cabinet radio from the association, to show their appreciation for services rendered. And just to keep the ladies from getting jealous, they also received roses from the Association. And the floor show?—Well it was just chuck full of Rhythm-Grace-Sparkle-Speed-Melody-Mystery, well, all in all, just a great big colorful entertainment, that will long be remembered as the "Best" party the association ever held.

### Perfumers Hold Spring Party

The Chicago Perfumery, Soap and Extract Association, also helped to swell the society columns in Chicago, by arranging a most delightful spring party, held at the College Inn at the Sherman House, May 8. We did not find out about the attendance, but it was some big crowd and what may well be called a "sumptuous affair." Martin B. Vance, chairman, arranged the floor show, with the management, of the hotel, so that after the members started to partake of the full course steak dinner, they did not have to take time out to watch the talent, but enjoyed their juicy steaks instead, with

the aid of delightful music. It was ladies night, and when the perfumers arrange a ladies night, they know just how to handle all of the details, to make it one grand success. Every minute was jammed wull of sparkling entertainment that lasted until the wee hours of the morning.

### Golf Tournaments Open

The Golf Auxiliary of the Chicago Perfumery Soap & Extract Association and the Chicago Drug & Chemical Association is now under full swing and the chairmen, Walter Jelly and John A. A. Scott assure the members that over eighty members will be enrolled this year, which will mean big times ahead. The first tournament is being held on May 21st at the Bunker Hill Country Club, and the prize committee passed us the inside information, that they are giving a special selection of prizes for this opening tournament, that will make it the talk of the town. Yes, Siree, prizes for the good, bad and indifferent player, with handicaps to your shooting ability and they caution all members not to miss this opening tournament.

And just to prepare the members they also announce that the second tournament will be held about the middle of June at the Olympia Fields Country Club, the date to be announced later, with other tournaments to follow in July, August and September, all to be played at exclusive private clubs. Bob Holland is the secretary, and if any member, has overlooked sending back his application for the auxiliary do not hesitate any longer, as nobody can afford to miss the many good times in store this summer.

### Rothschild with Marshall Field

Hebert Rothschild, of New York, is now associated with Marshall Field & Co., and will be in charge of the perfume manufacturing and production departments, Mr. Rothschild, was formerly connected with Lancelle Perfumers, Inc., and also Joubert Cie., New York. He has a B.S. degree, received from Cooper Union, with the class of '22. Mr. Rothschild is well versed in all branches of the perfume and cosmetic industry, not alone in the production end, but is capable of creating new and attractive packages and it can be expected that Marshall Field & Co., will soon bring out some new items, that will receive considerable attention.

### Perfumers Protest License Bill

Protests by members of the Chicago Perfumery, Soap and Extract Association have been raised against Illinois House Bill 818, which provides heavy license fees for drug and cosmetic manufacturers. J. H. Helfrich, president of the association, has advised members to express their opposition to the bill.

### Commercial Solvents Moves

The Commercial Solvents Corp., New York, moved its Chicago office and warehouse to the Merchandise Mart on May 1. C. M. Phillips is in charge of the Chicago branch.



## New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery. The claims made and the descriptive matter are supplied by the makers of the equipment and are not to be considered as an endorsement.

**Alsop Engineering Corp., New York.**—New "Hy-Speed" "Labelit."—"An ultra modern label paster with many improvements over existing equipment of its type, has just been perfected by Alsop Engineering Corp., New York. The new machine handles labels of



all sizes, shapes and styles with maximum speed and ease. An oversize label feed table with an instantly adjustable label guide enables the operator to feed the labels into the machine with a minimum of time and effort.

"There are no belts. A fully enclosed syncromesh gear drive results in smoother operation and further contributes toward making the machine positively fool-proof in mechanical construction. The improved glue applicator and spreader lays a smooth, even coating of glue on the label insuring thorough and permanent adhesion of your labels on the containers. Where labels of different types require a glue coating of particular thickness or weight a micromatic adjustment enables you to instantly set the glue applicator to suit your immediate needs.

"All parts are accessible and instantly removable for thorough washing and cleansing without undoing a single nut, bolt, or screw. The entire unit is fully enclosed, dustproof, and completely sanitary at all times. A convenient handle makes this modern unit easily portable and ready for instant action anywhere along your production line as necessity requires.

"Aluminum and bronze construction throughout makes the 'Hy-Speed' 'Labelit' light but rigid in construction, sturdy, and thoroughly dependable in operation. Powered for continuous duty yet very economical in operation, this modernly constructed label pasting unit is the final solution to your labeling problems."

**Commercial Solvents Corp., New York.**—"Alcohol Talks," April, 1935.—This discussion traces the making of shellac from its beginning with the lac insect of India, Burma and Siam to its modern industrial applications.

## Circulars, Price Lists, etc.

**Armstrong Cork Products Co., Lancaster, Pa.**—"Modern Closures," April, 1935.—Products illustrated include the "Koolox" shaving cream of the Rit Products Corp.; eau de Cologne of Sadira Dalon; "Evening in Paris" purse size perfume containers of Bourjois, Inc.; "Solitaire" vanilla extract of the Morey Mercantile Co., and "Osme" body lotion of Gourland.

*Photograph of Bourjois Purse Bottle.*—The company has sent us a photograph of the purse bottle for Bourjois' "Evening in Paris" perfume. The closure is an Armstrong "Artmold" cap finished in glossy black.

\* \* \* \* \*

**Hazel-Atlas Glass Co., Wheeling, W. Va.**—"Pompeian" Olive Oil Package.—The newest "Pompeian" olive oil package has been designed not only with an eye to beauty, but with a definite merchandising idea to increase the sale of olive oil in French dressing.

Development of the "Pompeian" French dressing shaker took eight months of experimenting with all phases of packaging and finally it became necessary to pack under vacuum. The new shaker, which resembles a modern cocktail in design, is glass. It contains five ounces of olive oil and all that one needs to do is add the vinegar, salt, pepper, sugar, etc., and shake—that's



all. The containers and metal closures for the new package were designed and manufactured by the Hazel-Atlas Glass Co., Wheeling, W. Va.

\* \* \* \* \*

**Givaudan-Delawanna, Inc., New York.**—"The Givaudanian," April, 1935.—A brief history of distillation is a feature of this issue. Dr. Eric C. Kunz, executive vice-president, discusses radical slashing of prices in an editorial under the title "Sharing the Wealth—Or Is It Poverty?"

**The Chemist, New York.**—*Tercentenary Anniversary Number.*—A special number of this interesting magazine with gold cover has been issued in connection with the celebration of the Tercentenary of the American Chemical Industry, recently celebrated in New York. Among its interesting features is an article on the development of cosmetic and essential oil chemistry by Florence E. Wall, F.A.I.C., in which the author describes in very interesting fashion the advances made in America in these branches.

**Bakelite Corp., New York.**—*Photograph of display of molded packages.*—The company has sent us the accompanying interesting photograph of a display



of molded dusting powder containers in the store of R. H. Macy & Co., New York. They were featured by Ray Sales, Inc., New York, and are made of translucent "Bakelite" resinoid.

**Polak's Frutal Works, Inc., New York.**—*Price List, April-May, 1935.*—The company's complete line of essential oils, terpeneless oils, aromatic chemicals, perfume bases, flavoring materials, ethers and specialties is presented, together with current price quotations.

**Department of Commerce, Washington, D. C.**—*"Drug Stores—Basic Information Sources."*—This informational source bulletin on the subject of retail drug stores has been compiled by Frank A. Delgado and R. I. Whyte of the Bureau of Foreign and Domestic Commerce. Governmental and private books and reports are mentioned, and trade associations, directories, and business papers are listed. The circular is offered without cost.

**Revue des Marques, Paris, France.**—*"Entre le Champ de Fleurs et la Laboratoire, que sera la Parfumerie de Demain? (Between the Flower Fields and the Laboratory, What Will Tomorrow's Perfumery Be?)"*—This interesting book of 111 pages was edited by Louis Labaune, Sc. D., Ch. E., with a preface by Justin Dupont. It contains tentative answers to the question posed by its title written by the heads of a large number of producers of floral products and synthetics and a section by the editor summarizing the opinions and offering his own interesting conclusion regarding the "conflict" between the laboratory and the flower field.

## Book Reviews

### The Schimmel Report

**ANNUAL REPORT ON ESSENTIAL OILS, SYNTHETIC PERFUMES, ETC., 1933** Edition in English Translation. Published by Schimmel & Co., A.G. Miltitz, Germany. Translation by Roland E. Kremers and J. Alfred Hall. 118 Pages. Price \$2.50.

The familiar reports have long been standard literature in the essential oil industry and the present volume of which the German original appeared about a year ago, maintains former standards. The book opens with a section of 60 pages devoted to commercial notes and scientific reports on volatile oils in which are discussed recent developments in several hundred items. Citronella is given a very elaborate treatment from the commercial standpoint and some new technical information is added. The section on citrus oils is especially interesting and important with price charts of unusual value. Rose is also given an elaborate and exhaustive treatment.

A section of several pages is devoted to recent scientific work on drug products, following which is an original thesis on hemi-acetals. The book closes with a valuable technical section comprising notes on recent research in the chemistry of odorous substances. Copies of the report may be purchased from Schimmel & Co., or through the book department of this journal.

S. L. M.

### Hair Preparations and Their Use

**THE BASIC SCIENCE OF HAIR TREATMENTS**, published by Nestle-LeMur Co. Foreword by Florence E. Wall, F.A.I.C. 232 Pages. 34 Illustrations. New York. 1935.

Adequate texts on the hair, its treatment and preparations designed for use on the hair have been almost non-existent. A few company publications have contained material of merit, notably those of Nessler, and works on beauty culture have occasionally carried some inadequate and, unfortunately, at times inaccurate material on this important subject. So, in spite of its trade origin and the fact that it of necessity devotes some little space to company preparations, this work should be welcome.

It opens with a clear and readable chapter on the general structure and composition of the hair followed by a chapter in more or less summary form which tells of the factors influencing the condition of the hair and discusses shampooing, tonics, dressings and other factors. In succession there are chapters on the principles of hair waving, composition and identification of hair dyes and methods of bleaching and coloring, all of which contain excellent material on preparations designed for this purpose but, of necessity, containing also specific recommendations regarding company preparations.

The next chapter, and probably the most valuable and interesting one in the work treats of scalp conditions. In it, the authors consider various abnormalities frequently met with in hair culture. It is really a brief and well written treatise on dermatology as ap-

plied to scalp conditions and should be of great value. The final chapter on the commercial aspects of the hair-dresser's art is valuable for the shop owner but could well have been omitted excepting that the book is intended as a text for beauty schools and the commercial angle probably must be stressed.

Discriminating readers, who will not be too greatly impressed with claims for the products of the company sponsoring the book, should find the work of unusual value. It is a summary of best thought on the scientific side of hair culture and treatment. Miss Wall, (and, by the way, we suspect her of having had much to do with its authorship) in her foreword, says that the book is not intended to supplant standard texts on beauty culture. At the same time, it might well supplant many in current use insofar as chapters on the hair are concerned.

\* \* \* \*

### A Book of Flavors

**DAS BUCH DER AROMEN**, by Alfons M. Burger. 320 pages. Buchdruckerei Jak. Villiger & Cie., Wädenswil, Switzerland. 1935.

Typically a continental book. The author devotes about 140 pages to raw materials used in the flavoring industry. These are grouped according to type, such as natural fruit oil or synthetic, etc. . . . The section on methods of manufacture devotes quite a few pages to equipment, plant layout, testing methods, etc. Typical of European formulae, there are included numerous specialties whose nature is sometimes doubtful because the name does little to enlighten the reader.

The book is written in the author's usual style and if it were not for the trade names, it might be quite a classic. Many of the specialties are probably not obtainable in this country. This seriously handicaps the usefulness of the book. The formulas not containing trade marked products are useful, though it would take quite some time to prove their value beyond question. Many flavors for the liquor trade are included and seem to be quite all right to use.

In the appendix, Dr. E. Bohm writes about 20 pages on preservation. Here again it is quite obvious that the trade names are used to direct the manufacturer to one source of supply. If the chemical names for the antiseptics or preservatives mentioned were used, it would automatically increase the value of this section. The author is very partial to the esters of p-oxybenzoic acid.

The second section of the appendix contains a good discussion of coloring agents used in the flavor industry. At the very end of the section several specialties are mentioned in chart form with their color, amount to be used and color index in works of Schultz.

M. G. DE NAVARRE.

### 21 Years a Reader

*L. G. Burnham Co., Inc.*

This is my twenty-first year as a reader or subscriber to your magazine and I feel that it has improved every year. I am always very much interested in the practical articles and comments each month although the whole book is read from cover to cover.

## New Incorporations

Lucky Heart Laboratories, 338 Mulberry street, Memphis, Tenn., cosmetics; \$30,000. Incorporators: Morris Shapiro, I. N. Arnof and Kate Shapiro.

Adele Morel Products, Inc., New York, beauty parlor supplies; 200 shares of no par value stock. Filed by Kurz & Kurz, 122 East 42nd street, New York.

Albert Raimon, Inc., Buffalo, N. Y., cosmetics, soaps; \$10,000. Filed by Paul V. Sheehan, Buffalo, N. Y.

Richar Beauty Products, Inc., New York, beauty products; \$5,000. Filed by Samuel Oliphant, 70 Wall street, New York.

Seebasco Laboratories, Inc., 1520 Locust street, Philadelphia, Pa., facial comforts and proprietary remedies. Officers: Dr. Arthur E. Bassett, president; B. L. Seely, vice-president; Roland G. E. Ullman, treasurer; Nancy S. Seely, secretary.

Sensation Cosmetic Co., Inc., New York, cosmetics; \$50,000. Incorporators: Marguerite Ford, 84 West 188th street, New York; Edward C. Root, 346 East 50th street, New York; Irving L. Bruns, 165 Broadway, New York. Filed by George E. Daniels, 165 Broadway, New York.

Sherry, Inc., New York, toilet articles; \$20,000. Filed by Satterlee & Green, 30 Broad street, New York.

Sinco Cosmetics, Inc., New York, cosmetics; 100 shares of no par value stock. Filed by Louis A. Sabini, 526 West Broadway, New York.

## Business Records

### Reorganization Proceedings

Raffy Parfums, Inc., 6 West 29th street, New York. —Voluntary proceedings to effect a reorganization under Section 77-b of the Bankruptcy Law. The petition lists liabilities of \$5,338 and assets of \$8,926.

### Involuntary Petitions in Bankruptcy

Allied Drug & Chemical Corp., 220 East 134th street, New York, by Mary A. Kelly, for \$466; Frank Capek, \$685; William F. Schram, \$1,385; Edwin Buttner, \$720. Charles G. Tierney was appointed receiver, under \$2,000 bond, by Judge Murray Hulbert.

Valasta Perfumes, Inc., 6 East 39th street, New York, by Albert Lind, for \$500; Philip Ringer, \$500; Henry R. Yanow, \$500, on April 25. Company filed certificate of change of corporate name from Moiret, Inc., on April 22 at Albany, N. Y. Assignment for the benefit of creditors was subsequently made to Simon S. Hamburger, 40 Maiden Lane, Lawrence, L. I. Leon Juster was given as president of the corporation, and the assignment papers gave Simon S. Hamburger, 26 West 44th street, as the attorney.

### Bankruptcy Discharges

Leigh Chemist, Inc., 511 Fifth avenue, New York.

### Assignments

Jolie, Inc., dealer in cosmetics, 116-118 West 14th street, New York, assigned to Joseph A. Michel, 38 Park Row, New York.

La Fe Co., Inc., manufacturing cosmetics, 116-118 West 14th street, New York, assigned to Joseph A. Michel, 38 Park Row, New York.



# Canadian News and Notes

**I**T is expected that New York will be well represented at the coming Convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles to be held at Lucerne-in-Quebec, June 3 and 4.

J. O. Deegan, chairman of the publicity committee, says "It is a sure thing that we are going to have a real crowd and that members are looking forward to the Convention only a month away."

Among the members and their friends who have already signified their intentions of being present are Mr. and Mrs. A. H. Bergmann of the Oxzyn Company; Mr. and Mrs. Charles W. Darr of Harriet Hubbard Ayer Inc.; Alvin E. Smith of The George Silver Import Company; A. F. Kammer, and A. C. Burgund of the Carr-Lowrey Glass Co.; Mr. and Mrs. Fred D. Wilckens of Helfrich Laboratories of N. Y.; and Charles S. Welch, secretary of the Code Authority.

An enjoyable program is being prepared and will include golf, riding, swimming, motor trips and many other delightful pastimes to suit the taste of every member.

George Kaestner, manager of the industrial alcohol division of Gooderham Worts, Ltd., has issued an appeal for contributions as prizes for the convention.

Mr. Kaestner wishes the members to notify him as soon as possible what prizes they wish to donate and they will be told where to send them.

Among the prizes already donated, which will be played for are—The Fritzsche Brothers Annual Trophy for low net and Fielder Paper Box Company trophy for low gross in the golf tournament.

Other events for which prizes will be given are—Low gross, runner up; low net, runner-up; low-gross, first game; low net, first game; and a number of other prizes. There will also be prizes for ladies' golf, bridge and tennis.

## Travelling Men Honor Past-Presidents

A special "Past-Presidents' Day" was held at the King Edward hotel, Toronto, by the Travelling Men's Auxiliary to the Ontario Retail Druggists' Association. No fewer than eighty-three members and guests were present as a tribute to the men who have for the past eleven years directed the organization's affairs. During the course of these years the T. M. A. has become an important factor in the drug trade of Ontario.

Among the past-presidents in attendance were J. P. Richards, H. F. Cowan, William Harrison, C. J. Glaspel, H. S. Garlick, Ed. Olstad, and Albert H. Downs.

A pathetic note was introduced when, in the absence of the late "Rene" Dean, who died suddenly less than a year ago, his chair was filled by his eldest son, Gordon. Mr. Dean uttered very touching words in expressing his regrets that his father's death had caused the only break in the line of past-presidents, and he signified his appreciation of the invitation to fill his father's vacant chair.

## Smuggler Convicted in Canada

William Lieberman, a perfume salesman of New York City, was found guilty at St. Johns, Quebec, of attempting to smuggle 480 ounces of perfume, valued at over \$200, into Canada. He was acquitted of a charge of attempting to bribe customs officers. Lieberman was condemned to pay a fine of \$500 and costs and serve one month in jail. His car was ordered confiscated and also the perfume, valued at more than \$200. If he does not pay the fine he must serve one year in jail, Judge Donat Lalande ruled.

Lieberman was arrested at the St. Andre road customs inspection station by Customs Officers H. Cote and A. Deserres. According to the officers' testimony, he requested a tourist's permit and failed to declare a large quantity of perfume found concealed under linen and clothing, in two handbags. He then told the officers that the articles were gifts he intended giving to friends in Quebec city, and asked about the tax on goods, but had no invoices or documentary evidence of the value of the merchandise.

Lieberman testified that he had attempted to cross the border at Rouse's Point, N. Y., last year, and had been asked to deposit a \$200 bond before being allowed to proceed into Canada. He said it was too much and returned home. He then said the value of the goods confiscated was about \$24. In reference to the bribery charges, he said that his offer to pay the duty by depositing his watch and \$13 in cash in his opinion was not a bribe. He added that he told the officers he would return and pay the balance of the duty.

## Waller Heads Sterling Sales

Announcement was made last month by Henry L. Schade, president and general manager of Sterling Products, Ltd., Windsor, Ont., that Ralph V. Waller, popular and well known salesman, will be sales manager of the company. During the past several years Mr. Waller has represented in Western Ontario the firm of Johnson & Johnson. Prior to that connection he was with McGillivray Brothers and the Yardley Co. of Canada. The appointment of Mr. Waller will be a popular one in the trade, as he enjoys the friendship of retailers and travelling associates alike. He always takes a keen interest in conventions and other affairs in the trade, and has always been strong in support of the organization.

## Hudson's Bay Co. Features Perfumes

In the drug department of the Hudson's Bay Co., Winnipeg, Man., a good deal of importance is attached to their display and arrangement of perfumes and cosmetics. The department is unique among such departments in Canada, and is under the management of J. F. Cook. It is stated that the business in perfumes has increased 400% in less than a year. The company observes the first Saturday in every month as "perfume day," with special store and display cards as features.



## Luncheon Precedes Perfumers' Meeting

A large group of members of the Association of Canadian Perfumers and Manufacturers of Toilet Articles held a luncheon recently at the Granite Club in Toronto at the invitation of Jack Deegan, chairman of the publicity committee for the convention at the Seignory Club at Lucerne-in-Quebec on June 3 and 4. Mr. Deegan had the opportunity of discussing with those in attendance the plans for his committee, and everybody promised unanimous co-operation to secure the largest possible attendance.

The Perfumers' Association convention is always one of the most interesting, instructive and pleasant of any trade association, and members have memories of many good times enjoyed at previous gatherings.

## Collections from Cosmetic Tax

Figures show that the total revenue derived from the Excise Tax on toilet goods in the last fiscal year amounted to \$800,708, as compared with \$759,358 in the year 1933-34.

Through an error, a previous statement sent out to the trade by the Association of Canadian Perfumers and Manufacturers of Toilet Articles stated the tax revenue to be \$1,561,000.

## Excise Tax Brings Complaints

As there is no indication of relief from the 10% Excise Tax on luxuries contained in the recent budget, many complaints are being received from prominent men and firms in the toilet goods industry. The J. B. Williams Co., Montreal, points out that the Association of Canadian Perfumers and Manufacturers of Toilet Articles are very much concerned over what is felt to be an unjust and discriminating tax burden on cosmetics, talcum powder, dental creams, shaving soaps, etc. This tax is in addition to the regular 6% sales tax.

"The Federal Government apparently assumes that the manufacture of cosmetics, shaving and toilet soaps is a profitable one and can stand heavy taxation," the Canadian perfumers' association says.

## Pinaud Features Eyelash Wax

A. R. Poole, Canadian manager of Ed. Pinaud, King street West, Toronto, says that the old saying "Keep a thing for seven years and you will find a use for it" is absolutely true. This has been revealed to him in a very convincing way by the demand which has latterly sprung up for wax which was formerly used for moustaches.

Mr. Poole points out that there is now a popular demand for this as a beautifier of eyelashes and eyebrows and it is enjoying a real sale today.

## Darling Represents Renaud

J. G. Darling, for a number of years connected with the drug business in Calgary and Vancouver, has been appointed to represent S. H. Beardmore and Renaud & Cie., Toronto, in the province of British Columbia.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

"Farel Destin." Toilet preparations. Hyman & Hyman, Inc., New York.

Design: Fantastic representation of a nude woman in a kneeling position with one leg extended behind her and one hand touching the bended knee and the other hand held above the head, the arm being bent at the elbow at substantially right angles. Toilet preparations. Hyman & Hyman, Inc., New York.

"Bab-O." Powdered cleaning compounds. B. T. Babbitt, Ltd., Toronto, Ont.

"Amber." Soap powder and flakes. Procter & Gamble Co. of Canada, Ltd., Hamilton, Ont.

"London House." Flavoring extracts. Consumers Coffee Co. of Montreal, Ltd., Montreal, Que.

"Cutina." Toilet preparations. H. Th. Boehme, A. G., Chemnitz, Moritzstrasse 29/31, Saxony, Germany.

"Siva." Morticians' soaps and cosmetics. Royal D. Sheffield, Innisfail, Alta.

"Skol." Skin, hair and dental preparations. George Gallowhur, Mount Kisco, N. Y.

"DeMar." Toilet preparations. L. R. Desmarteaux, doing business as Desmarteaux, Ltd., London, Ont.

Design of a dog's head. Soaps and washing powders. Marc Delorme, Montreal, Que.

### Patents

349,474. Abrasive depilatory mit. Velvet Mitten Co., assignee of Thomas W. Bayley, both of Los Angeles, Cal.

349,585. Ethyl alcohol. Distillers Co., Ltd., Edinburgh, Scotland, assignee of Walter Philip Joshua, London, Herbert Muggleton Stanley, Tadworth, and John Blair Dymock, Cheam, England.

349,606. Lipstick container. Illinois Watch Case Co., assignee of Ellison S. Ireland, both of Elgin, Ill.

349,671. Detergent compound. Ernest F. Drew, New York.

### Designs

Design for a glass bottle, which is oval in section has rounded shoulders and a short neck; opposite faces are similar; the decoration consists of a long, narrow panel on each of the narrow faces; these panels are substantially rectangles with slightly rounded corners and extend almost from the shoulder to the bottom of the bottom of the bottle; they are formed by, or are framed by, three concentric rounded convex flutes; the bottle is slightly bevelled at the bottom. Dominion Glass Co., Ltd., Montreal, Que., assignee of the Hazel-Atlas Glass Co., Wheeling, W. Va.

## Cliff Marshall Captures Bandit

Cliff Marshall, well known Toronto druggist and a director of the Drug Trading Co., suffered injuries from armed bandits during a recent hold-up at his store. Mr. Marshall received a bullet in his leg and injuries to his head, but this did not prevent him from knocking down one of the youthful bandits and holding him till help came. The second bandit was arrested soon after.

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

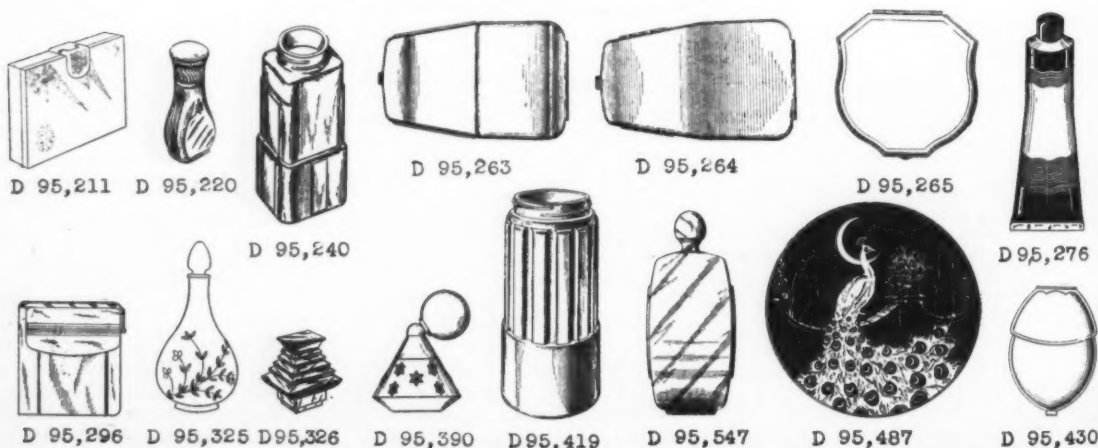
## Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

- 349,691.—"Marie Tomlin." Marie Tomlin, Inc., Dallas, Tex. (June 1, 1929.)—Toilet preparations.
- 351,346.—"Chessmen." Mary Chess, Inc., New York. (Dec. 1, 1933.)—Toilet preparations.
- 351,666.—"La Jeunesse." Vadsco Sales Corp., Long Island City, N. Y. (Sept. 24, 1919.)—Toilet preparations.
- 353,479.—"Mycocoten." August Julius Helmuth Kongsted, doing business as Lovens kemiske Fabrik ved. A. Kongsted, Copenhagen, Denmark. (Apr. 17, 1934.)—Toilet preparations.
- 353,941.—"National Association Master Beauticians." National Association of Master Beauticians, Kansas City, Mo. (Mar. 1, 1934.)—Toilet preparations.
- 358,091.—"Bankoo." Jean Lestandi de Villani, Paris, France. (July 19, 1934.)—Beauty oil.
- 358,386.—"Alka-dent." Harry L. Rabinow, doing business as Alkadent Co., Long Island City, N. Y. (June, 1933.)—Denture cleansing powder.
- 358,581.—"Ace." Ace Manufacturing Co., Chicago, Ill. (Aug. 1, 1918.)—Toilet preparations.
- 359,086.—"germaine monteil." Germaine Monteil, Inc., New York. (Nov. 1, 1933.)—Toilet preparations.
- 359,227.—"Por-Aid." K. G. B. Laboratories, Haverstraw, N. Y. (Nov. 15, 1934.)—Shaving cream.

- 359,344.—"Continental." Coty, Inc., Wilmington, Del. (Dec. 3, 1934.)—Toilet preparations.
- 359,398.—"Sanus." Otten & Lundahl, Chicago, Ill. (Feb. 1, 1931.)—Soap.
- 359,474.—"Marlene." Marlene Co. of Washington, D. C., Washington, D. C. (Nov. 1, 1934.)—Toilet preparations.
- 359,694.—"Campana's." Campana Corp., Batavia, Ill. (Oct. 26, 1932.)—Wall valves for dispensing liquids from bottles.
- 359,770, 359,771, 359,772.—"Beeman's Shaveflo." "Beeman's Shaveflo." "Beeman's," respectively. George W. Beeman, Detroit, Mich. (Dec. 15, 1934.)—Lather type shaving cream; brushless shaving cream; cream skin conditioner, respectively.
- 359,879.—"Pal." Leslie L. Linick, Chicago, Ill. (July 30, 1933.)—Soap saver, soap substitute, water softener and cleaner.
- 360,103.—"Frozen Sunshine." National Oil Products Co., Harrison, N. J. (Dec. 26, 1934.)—Vitamin-D concentrate carrying menstruums for ingredients of flavoring extracts.
- 360,212.—"Rite-Way." Cardinal Laboratories, Inc., Chicago, Ill. (Jan. 1, 1933.)—Leather and saddle soap.
- 360,424.—"Jadwiga." Viennese Laboratories, Inc., Brooklyn, N. Y. (1929.)—Toilet preparations.
- 360,433.—"Dox." Dox Co., Hastings, Neb. (Nov. 1, 1934.)—Tooth powder.
- 360,461.—"Rossville—the Spirit of the Nation." Commercial Solvents Corp., New York. (Jan. 3, 1935.)—Ethyl alcohol.
- 360,546.—"Bath-O-Bloom." Monroe Chemical Co., Quincy, Ill. (July 8, 1934.)—Water softener for the bath.
- 360,895.—"No. 4711—Chintz." Ferd. Mülhens, Inc., New York, assignor to Paul Peter Mülhens, doing business as Eau de Cologne- & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepst von Ferd. Mülhens, Cologne, Germany. (Jan. 24, 1935.)—Soaps and shaving preparations.

## Patents and Trade Marks



360,904.—"Exederm." Remeder Corp., New York. (Jan. 24, 1935.)—Skin ointment.

360,959.—"Carletta Chaze Cello-Tonic." Florence Barnes Beauty School, Inc., doing business as the Eastern Cosmetic Manufacturing Co., Toledo, O. (Jan. 19, 1935.)—Toilet preparations.

361,135.—"Sno-It." American Crayon Co., Sandusky, O. (Jan. 5, 1935.)—Manicure refills.

361,362.—"Alex's." Alex Kosmatos, Milwaukee, Wis. (Dec., 1934.)—Hair preparation.

361,407.—"Eterno." James L. Younghusband, Chicago, Ill. (June 29, 1914.)—Toilet preparations.

361,463, 361,466, 361,467, 361,468, 361,469, 361,470.—"Cheek Lure," "Face Lure," "Hair Lure," "Eye Lure," "Lash Lure," "Nail Lure," respectively. Irresistible, Inc., New York. (Jan. 21, 1935.)—Toilet preparations.

361,565.—"Clem." Russell H. Clemmer, doing business as the R. H. Clemmer Laboratory, Allentown, Pa. (July, 1934.)—Hand cleanser.

361,567.—"Sub-Deb." Coty, Inc., Wilmington, Del. (Feb. 5, 1935.)—Toilet preparations.

361,694.—"Dr. M. R." Max M. Rosenberg, New York. (Jan. 28, 1935.)—Shampoos and antiseptic preparations.

361,770.—"Katherine the Great." Prince Matchabelli Perfumery, Inc., New York. (Jan. 14, 1935.)—Toilet preparations.

361,781.—"Spazier's." Morris Spazier, Santa Monica, Cal. (Jan. 18, 1935.)—Almond hand lotion.

361,837, 361,838.—"Dasco." Dasco Products Co., Inc., New York. (Mar. 30, 1932.)—Shaving cream; tooth paste and toilet preparations, respectively.

361,867.—"Corsage." Elizabeth Arden, Inc., New York. (Jan. 15, 1935.)—Toilet preparations.

361,882.—"Cephalone." Etablissements Antoine Chiris, Compagnie des Produits Aromatiques Chimiques et Medicinaux, S. A., Paris, France. (Jan., 1934.)—Perfume raw materials.

361,890.—"Sphinx." Katz & Besthoff, Ltd., New Orleans, La. (Aug. 29, 1913.)—Perfumes, toilet waters and sachet powders.

361,997.—"Siroil." Siroil Laboratories, Inc., Detroit, Mich. (Nov., 1933.)—Preparation for treatment of psoriasis.

362,070.—"Modern Wife." Comfort Manufacturing Co., Chicago, Ill. (Jan. 11, 1935.)—Hand lotions.

362,234.—"Arm-eez." Theodore S. Levi, doing business as the Oil City Laboratories, Oil City, Pa. (Nov. 1, 1934.)—Liquid deodorant.

362,246, 362,279, 362,280. "Old English Lavender," "Damosel," "Damosel," respectively. Yardley of London, Inc., Union City, N. J. (Sept., 1894; Feb. 27, 1935; Feb. 27, 1935, respectively.)—Toilet preparations.

362,251.—"Londel's." Cardel, Inc., St. Louis, Mo. (Feb. 28, 1935.)—Toilet lotions.

362,266.—"Old-Timers." Old Timers Remedies, Inc., Chicago, Ill. (July, 1934.)—Deodorant powder and tooth powder.

362,300.—"Dir-It." D'Tergo Products Co., Inc., Baltimore, Md. (Aug. 7, 1934.)—Soaps and washing powders.

362,526.—"Odornokker." Odornokker Co., Ontario, Cal. (Dec. 1, 1933.)—Breath deodorant.

### Trade Mark Registration Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M323,536.—"Trublond." Jo-Cur, Inc., Chicago, Ill. (Mar. 9, 1934. Serial No. 349,725.)—Shampoo.

M323,548.—"Barbara Kay." Barbara Kay, doing business as Barbara Kay Laboratories, Chicago, Ill. (Nov. 1, 1920. Serial No. 360,072.)—Toilet preparations.

M323,553.—"Donna Wayne." Donna Wayne Cosmetics Co., doing business as Persian Cosmetic Co., Chicago, Ill. (Apr. 28, 1933. Serial No. 339,861.)—Toilet preparations.

### Patents Granted

1,997,566. Recovering green acid soap. Robert E. Beard and Edward N. Roberts, Casper, Wyo., assignors to the Standard Oil Co., Chicago, Ill.

1,997,863. Valve. James Hansen, Brooklyn, N. Y.

1,997,962. Collapsible tube container. Benjamin F. Bergman, Brooklyn, N. Y.

1,998,373. Closure cap. Solomon A. Love, Decatur, Ga.

1,998,523. Lady's compact. George Esaias Ramstad, Milwaukee, Wis.

1,998,569. Closure device. Candido Cerna, assignor of 52 per cent to Franklin Hansen, Jr., and Dolly D. Hansen, all of Los Angeles, Cal.

1,998,847. Closure for collapsible containers. Lawrence R. Schiefer, Fort Wayne, Ind.

1,998,934. Self-sealing closure for collapsible tubes. Thaddeus Kurlinski, Bay City, Mich.

1,999,184. Soap powder. Carleton Ellis, Montclair, N. J., assignor to the Standard Oil Development Co., Wilmington, Del.

1,999,227, 1,999,228. Powder containers. William J. Bauer, assignor to Robert Lederfeind, both of New York.

1,999,242. Powder box. Robert Lederfeind, Long Beach, N. Y.

1,999,263. Lipstick and cosmetic container. Frederic Thesmar, Memphis, Tenn.

1,999,328. Vanity case. Joseph H. E. Lessard, Carmel, N. Y.

2,000,162. Receptacle. Christian A. Buscham, Newark, N. J., assignor to Exotic Vanities, Inc., New York.

2,000,487. Lipstick holder. Arthur A. Koch, Beardsley, Minn.

2,000,701. Lipstick container. Andre Janer, Flushing, N. Y., assignor to the A. J. & K. Co., Inc., New York.

### Designs Patented

95,211. Design for a lady's vanity box. George Rosenberg, New Rochelle, N. Y.

95,220. Design for a combined bottle and cap. Marshall T. Brekke, Scarsdale, N. Y., assignor to the Northam Warren Corp., New York.

95,240. Design for a jar. Brooks D. Fuerst, assignor to the Owens-Illinois Glass Co., both of Toledo, O.

95,263, 95,264, 95,265. Designs for vanity cases. Abraham Klein and Leo Esterow, assignors to the Columbia Stamping Products Co., all of New York.

95,276. Design for a tube. Frank McIntosh, assignor to Lenthéric, Inc., both of New York.

95,296. Design for a vanity case. Ossip J. Walinsky, New York.

95,325. Design for a bottle. Charles S. Gage, Tarrytown, N. Y., and Wilbur D. Canaday, Stamford, Conn., assignors to Lenthéric, Inc., New York.

95,326. Design for a perfume bottle. Paul H. Ganz, assignor to D. Lisner & Co., both of New York.

95,390. Design for a perfume atomizer. Frederic A. Vuilleminot, Toledo, O.

95,419. Design for a jar. Louis Paul Grey, assignor to the Hazel-Atlas Co., both of Wheelings, W. Va.

95,430. Design for a vanity case. Fritz R. Johnson, Providence, R. I.

95,487. Design for a box cover. Martha Hallowell Connor, assignor to the Tin Decorating Co., both of Baltimore, Md.

95,547. Design for a bottle. Grace Chess Robinson, assignor to Mary Chess, Inc., both of New York.

## Your Advertising Can Sell or Kill

(Continued from Page 118)

making the lashes look as though they needed braces to hold them up, the exaggeration mitigates against the convincing elements of the ad. Women don't like this either.

Dramatize the package, the product, its use, results, advantages as separate distinct steps. Tell the truth sounds easy, and it's curiously efficient. Don't exaggerate to the point of being ridiculous. Sometimes we wonder if advertisers were born without a sense of humor—certainly they discard their sense of reasonableness when they sign the space contract. Even testimonials have little meaning now-a-days, yet once they were sufficiently plausible to gather the crowd. I wish some of you men would drape yourself silently behind a screen and listen in on women's bridge parties when, between hands, the women start talking about toilet preparations. If you do, be sure to have a whisky and soda handy—and a complete knock-out pill—you'll need 'em both!

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A. ....	2.50@	2.75
Sweet True .....	.58@	.65
Apricot Kernel ..	.28@	.32
Amber, crude .....	.24@	.30
rectified .....	.50@	.60
Ambrette, oz. ....	46.00@	
Amyris balsamifera.	3.00@	3.25
Angelica root .....	50.00@	60.00
seed .....	65.00@	80.00
Anise, U. S. P. ....	.55@	.60
Araucaria .....	1.75@	1.85
Aspic (spike) Span.	1.35@	
French .....	1.55@	
Balsam, Peru .....	5.75@	6.25
Balsam, Tolu, oz. ....	4.25@	
Basil .....	2.35@	
Bay .....	1.65@	2.00
Bergamot .....	1.65@	2.00
Birch, sweet N. C. ....	1.50@	1.75
Penn. and Conn. ....	2.15@	3.00
Birchtar, crude .....	.15@	
Birchtar, rectified..	.75@	
Bois de Rose .....	1.40@	3.00
Cade, U. S. P. ....	.30@	.33
Cajeput .....	.55@	
Calamus .....	3.50@	
Camphor "white" ..	.26@	.30
Cananga, Java native	2.80@	3.25
rectified .....	3.15@	3.50
Caraway .....	2.25@	
Cardamon, Ceylon..	14.00@	25.00
Cascarilla .....	60.00@	
Cassia, 80@85 p.c. ....	1.15@	
rectified, U. S. P. ....	1.55@	1.75
Cedar leaf .....	.55@	.60
Cedar wood .....	.28@	.32
Cedrat .....	4.15@	
Celery .....	15.00@	
Chamomile .. (oz.) ..	3.00@	7.00
Cherry laurel .....	12.00@	
Cinnamon, Ceylon..	12.00@	20.00
Cinnamon, Leaf....	2.25@	
Citronella, Ceylon..	.35@	.40
Java .....	.35@	.40
Cloves Zanzibar .....	.90@	1.00
Cognac .....	18.00@	21.00
Copaiba .....	.57@	.62
Coriander .....	3.60@	
Croton .....	1.50@	1.70
Cubebs .....	3.00@	
Cumin .....	9.00@	
Curcuma .....	5.25@	
Cypress .....	3.00@	
Dillseed .....	12.00@	
Elemi .....	3.60@	4.25
Elemi .....	1.45@	
Erigeron .....	1.50@	1.60
Estragon .....	38.00@	
Eucalyptus .....	.32@	.40
Fennel, Sweet .....	1.25@	1.45
Galbanum .....	26.00@	
Galangal .....	24.00@	
Geranium, Rose .....		
Algerian .....	5.15@	7.50
Bourbon .....	5.00@	6.00
Spanish .....	16.00@	
Turkish .....	2.10@	2.25
Ginger .....	3.40@	3.75
Gingergrass .....	3.25@	4.10
Grape Fruit .....	3.00@	
Conc. ....	24.00@	

Guaiac (Wood) ...	2.35@	
Hemlock .....	.65@	
Hops .....	9.00@	
Horsemint .....	2.85@	
Hyssop .....	40.00@	
Juniper Berries ...	1.50@	1.65
Juniper Wood .....	.60@	.62
Laurel .....	15.00@	
Lavender, English..	32.00@	
French .....	3.25@	7.50
Lemon, Italian .....	1.35@	1.75
Calif. ....	.80@	.95
Lemongrass .....	1.20@	1.45
Limes, distilled .....	6.25@	7.25
expressed .....	11.00@	12.00
Linaloe .....	1.60@	1.85
Lovage .....	35.00@	
Mace, distilled .....	1.50@	
Mandarin .....	4.75@	7.50
Marjoram .....	6.25@	
Melissa .....	5.00@	
Mirbane (see Nitrobenzol)		
Mustard, Genuine..	8.50@	10.00
artificial .....	2.15@	2.40
Myrrh .....	10.00@	
Myrtle .....	4.00@	
Neroli, Bigarde, p. ....	55.00@	125.00
Petale, extra .....	70.00@	150.00
Niaouli .....	3.45@	
Nutmeg .....	1.50@	
Olibanum .....	6.50@	
Orange bitter .....	2.00@	
sweet, W. Indian. ....	2.15@	2.40
Italian .....	2.05@	2.65
Spanish .....	2.80@	3.00
Calif, exp. ....	2.35@	
dict. ....	.75@	
Origanum, Spanish..	.85@	1.00
Orris root, con (oz.) ..	4.00@	5.00
Orris root, abs. (oz.) ..	35.00@	50.00
Orris Liquid .....	18.00@	25.00
Parsley .....	6.50@	
Patchouli .....	3.00@	3.25
Pennyroyal Amer. ....	2.15@	2.40
French .....	1.55@	1.65
Pepper, black .....	6.00@	6.50
Peppermint, natural	2.75@	
Redistilled .....	2.90@	3.15
Petitgrain .....	1.10@	1.35
French .....	2.35@	2.50
Pimento .....	1.45@	2.25
Pine cones .....	3.00@	
Pine needles, Siberia	.90@	1.20
Pinus Sylvestris ...	2.00@	2.15
Pumilionis .....	2.20@	
Rhodium, Imitation..	2.00@	4.50
Rose, Bulgaria (oz.) ..	6.00@	12.00
Rosemary, French..	.40@	.50
Spanish .....	.36@	.40
Rue .....	2.50@	
Sage .....	2.15@	
Sage, Clary .....	30.00@	
Sandalwood, East .....		
India .....	5.50@	6.00
Australia .....	5.75@	
Sassafras, natural..	.85@	.90
artificial .....	.50@	.55
Savin, French .....	1.85@	2.00
Spearmint .....	1.95@	2.15
Snake root .....	15.00@	
Spruce .....	.65@	
Styrax .....	7.00@	
Tansy .....	2.20@	2.35

Thyme, red .....	.63@	.80
White .....	1.50@	
Valerian .....	10.50@	
Verbena .....	3.75@	7.00
Vetivert, Bourbon..	15.00@	
Java .....	15.00@	25.00
East Indian .....	30.00@	
Wine, heavy .....	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn....	5.00@	8.00
Wormseed .....	2.15@	2.50
Wormwood .....	3.00@	3.35
Ylang-Ylang, Manila	29.00@	35.00
Bourbon .....	5.00@	8.00

## TERPENELESS OILS

Bay .....	4.00@	
Bergamot .....	6.00@	
Clove .....	4.00@	5.00
Coriander .....	20.00@	
Geranium .....	8.00@	12.50
Grapefruit .....	45.00@	
Sesquiterless .....	85.00@	
Lavender .....	7.00@	8.50
Lemon .....	8.00@	14.50
Lime, ex. ....	50.00@	
Orange, sweet .....	78.00@	90.00
bitter .....	90.00@	115.00
Petitgrain .....	4.00@	
Rosemary .....	2.50@	
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P. ....		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U.S.P. VIII ..	2.00@	
Alcoholic .....	3.25@	
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	5.00@	7.50

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ..	2.00@	
Acetophenone .....	2.00@	3.00
Acetyl iso-eugenol..	9.00@	
Alcohol C 8.....	14.00@	20.00
C 9 .....	26.00@	40.00
C 10 .....	18.00@	30.00
C 11 .....	30.00@	40.00
C 12 .....	14.00@	25.00
Aldehyde C 8.....	28.00@	
C 9 .....	45.00@	70.00
C 10 .....	30.00@	60.00
C 11 .....	35.00@	50.00
C 12 .....	32.00@	60.00
C 14 (co-called) ..	15.00@	35.00
C 16 (so-called) ..	17.50@	30.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.00@	1.25
Amyl Cinnamate ..	2.50@	
Amyl Cinnamic Alde-		
hyde .....	3.90@	4.00
Amyl Formate ....	1.60@	1.90



Amyl Phenyl Acetate	3.60@	4.00	Methyl Anthranilate	2.50@	3.00	Bismuth sub-nitrate	1.40@	
Amyl Salicylate	.75@		Methyl Benzoate	1.40@	1.75	Boric Acid, ton.	105.00@	115.00
Amyl Valerate	2.40@		Methyl Cinnamate	3.50@		Calamine	.16@	.20
Anethol	1.15@	1.25	Methyl Eugenol	2.90@	6.75	Calcium, phosphate	.08@	.08%
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Ph'phate, tri-basic	.13@	.15
Benzaldehyde, U.S.P.	1.45@		Methyl Heptine C'b	20.00@	36.00	sulfate	.03% @	.04
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Camphor	.53@	.65
Benzophenone	2.00@	4.00	Methyl Octine Carb.	24.00@	32.00	Cardamon seed	.65@	
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Castoreum	17.50@	
Benzyl Alcohol	.95@	1.50	Methyl Phenylacetate	2.65@	3.00	Chalk, precip.	.03 1/2 @	.06 1/2
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Cetyl Alcohol	.75@	1.50
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	5.00@	5.15	Pure	1.90@	2.15
Benzyl Cinnamate	7.00@	9.00	Ketone	5.15@	5.40	Cherry laurel water,		
Benzyl Formate	2.90@	3.25	Xylene	1.50@	1.75	gal.	1.25@	
Benzyl Iso-eugenol	15.00@	25.00	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.30@	.35
Benzylidenacetone	2.50@	4.00	Nitrobenzol	.15@		Civet, ounce	3.75@	4.50
Borneol	1.75@	2.00	Nonyl Acetate	48.00@		Cocoa butter	.12@	.15
Bornyl Acetate	2.00@	6.00	Octyl Acetate	32.00@		Clay, Colloidal	.03@	.03 1/2
Bromstyrol	4.00@	5.00	Paracresol Acetate	5.25@	6.00	Formaldehyde	.06@	.06%
Butyl Acetate	.60@		Paracresol Methyl			Fuller's Earth, ton.	16.00@	30.00
Butyl Propionate	2.00@		Ether	3.50@	5.00	Formic acid	.12@	.16
Butyraldehyde	12.00@		Paracresol Phenyl-			Fatty Acids (See Soap Sec.)		
Carvene	1.15@		Acetate	14.00@	20.00	Guarana	.75@	1.25
Carvol	3.25@	4.00	Para Cymene, (gal.)	1.25@	1.65	Gum Arabic, white	.20@	.22
Cinnamic Acid	4.00@		Phenylacetaldehyde			Amber	.09 1/2 @	.12
Cinnamic Alcohol	3.25@	3.50	50%	5.00@	7.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Aldehyde	2.50@	3.50	100%	8.50@	10.50	Sumatra	.24@	.30
Cinnamyl Acetate	10.00@	12.00	Phenylacetic Acid	2.50@	4.00	Gum galbanum	1.05@	1.15
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Acetate	7.50@	10.00	Gum myrrh	.30@	.40
Cinnamyl Formate	13.00@		Phenylethyl Alcohol	4.25@	4.75	Henna, powd.	.15@	.28
Citral C. P.	2.50@	3.00	Phenylethyl			Hydrogen peroxide	.05@	.08
Citronellal	2.40@	3.00	Anthranilate	16.00@		Kaolin	.06@	.08
Citronellol	2.25@	2.75	Phenylethyl But'rate	12.00@	16.00	Labdanum	3.50@	5.50
Citronellyl Acetate	3.75@		Phenylethyl Formate	18.00@		Linolin, hydrous	.18@	.22
Coumarin	3.50@		Phenylethyl Pro-			anhydrous	.20@	.24
Cuminic Aldehyde	62.00@		pionate	12.00@		Lavender flowers	.24@	.55
Dibutylphthalate	.30@	.36	Phenylethyl Val'rate	16.00@		Magnesium, Carbon-		
Diethylphthalate	.32@	.37	Phenylpropyl Acet.	8.00@	11.00	ate	.06% @	.07 1/2
Dimethyl			Phenylpropyl Alc'hol	6.00@	12.00	Stearate	.19@	.25
Anthranilate	6.25@	7.00	Phenylpropyl Alde-			Sulfate	.02 1/2 @	.03
Dimethyl Hydroqui-			hyde	8.00@	12.00	Musk, ounce	15.00@	25.00
none	3.75@	5.00	Rhodinol	8.00@	20.00	Oils, Vegetable (See Soap Sec.)		
Dimethylphthalate	.50@	.60	Safrol	.64@	.70	Olibanum, tears	.13@	.30
Diphenylmethane	1.75@	2.45	Santalyl Acetate	22.50@		siftings	.08@	.13
Diphenyloxide	1.20@		Skatol C. P. (oz.)	7.00@	10.00	Orange flower water,		
Ethyl Acetate	.30@	.50	Styrallyl Acetate	20.00@		gal.	1.50@	
Ethyl Anthranilate	5.50@	6.00	Styrallyl Alcohol	20.00@		Orange flowers	.30@	.90
Ethyl Benzoate	1.20@		Terpineol, C. P.	.36@	.40	Orris root, powd.	.20@	.75
Ethyl Butyrate	1.00@		Terpinyl Acetate	.90@	1.15	Paraffin	.04 1/2 @	.07
Ethyl Cinnamate	4.50@		Thymene	.35@		Patchouli leaves	.16@	.20
Ethyl Formate	1.00@	1.25	Thymol	1.90@	2.75	Petrolatum, white	.07@	.11
Ethyl Propionate	1.40@	2.50	Vanillin (clove oil)	3.10@	3.60	Phenol	.16@	.20
Ethyl Salicylate	1.15@	2.50	(guaiacol)	3.00@	3.50	Potassium, Carbonate	.13@	.16
Ethyl Vanillin	15.00@	20.00	Vetiveryl Acetate	21.00@	25.00	Hydroxide	.07 1/4 @	
Eucalyptol	.60@	1.00	Violet Ketone Alpha	5.00@	10.00	Quince seed	.60@	1.00
Eugenol	2.60@	3.50	Beta	5.50@	8.00	Reseda flowers	1.50@	1.65
Geraniol, dom.	2.00@	6.00	Methyl	5.25@	8.00	Rhubarb root, powd.	.28@	.50
Geranyl Acetate	2.90@	4.00	Yara Yara (methyl			Rice starch	.12@	.15
Geranyl Butyrate	6.00@	8.00	ester)	1.50@	1.75	Rose leaves, red	1.40@	1.75
Geranyl Formate	5.00@	7.00	BEANS			Rose water, gal.	1.25@	
Heliotropin, dom.	2.20@	2.65	Tonka Beans, para.	1.15@	1.40	Salicylic acid	.40@	.45
foreign	2.50@		Angostura	2.40@	2.50	Sandalwood Chips	.45@	.50
Hydratropic Al'hyde	25.00@	27.50	Vanilla Beans			Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00	Mexican, whole	3.25@	4.25	Soap, neutral white	.19@	.23
Indol, C. P. (oz.)	2.25@	5.00	Mexican, cut	3.25@	3.65	Sodium, Carb. Crys.	.01 3/4 @	.02 1/4
Iso-borneol	2.30@		Bourbon, whole	3.00@	4.00	Phosphate, Tribasic	.02 1/2 @	.04
Iso-butyl Acetate	2.65@		South American	3.00@	3.40	Spermaceti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25	SUNDRIES AND DRUGS			Styrax	.40@	3.25
Iso-butyl Salicylate	3.00@	6.00	Acetone	.11@	.15	Sulfur, precip	.17@	.20
Iso-eugenol	3.50@	4.00	Alcohol, 190-pf. gal.	4.12 1/2 @	4.29 1/2	Tartaric acid	.27@	.30
Iso-safrol	1.75@		Almond meal	.21@	.25	Titanium oxide	.22@	.25
Linalool	1.90@	2.75	Alum, potash	.03 1/4 @	.03 1/2	Tragacanth, No. 1.	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75	Aluminum chloride	.10@		Triethanolamine	.45@	.50
Linalyl Anthranilate	15.00@		Ambergris	32.50@	Nom.	Venice turpentine, gal.	.30@	
Linalyl Benzoate	10.50@		Balsam, Copaiba	.38@	.40	Vetivert root	.30@	
Linalyl Formate	10.00@	12.00	Peru	2.10@	2.25	Violet flowers	.95@	1.15
Menthol, Japan	3.50@		Tolu	.80@	1.10	Zinc peroxide	1.10@	1.75
Synthetic	2.25@	3.00	Fir, Canada, gal.	9.00@	12.00	Oxide	.13 1/2 @	.15
Methyl Aceto-			Oregon	1.25@	1.50	Stearate	.21@	.28
phenone	2.20@	3.00	Beeswax, white	.40@	.45			
			Yellow	.24@	.30			

## New York Market Report

**D**URING the last month, reports from the essential oil trade have been to the effect that business was surprisingly quiet. A very good February and March have been followed by a rather dull April and thus far May has shown no great improvement. Prices are quite steady although occasional reports of shading on actual business are heard. Soap and toilet preparations manufacturers are buying very little. Other trades seem to be taking fair quantities of some of the cheaper materials. Compounds for the insecticide trade are said to be moving reasonably well.

Since the review of last month, there has been little further to note in the citrus oils situation. Prices have been maintained well on lemon for shipment although locally quiet business has brought a slight decline. Orange, both Messina and West Indian are higher with points of origin firm and spot stocks rather low. In the floral oil group, lavender has shown sharp strength, especially in the cheaper grades for soap and other purposes. A fair advance in prices is noted. Other items are firm but unchanged.

Featuring the market for synthetics has been the advance in safrol and artificial sassafras, especially the former. Conditions in the raw material have forced the advances but the local position on safrol is exceedingly tight with very little offering and prices advancing on every substantial inquiry.

Soap making materials are somewhat easier especially in the animal and vegetable oil groups. Resin has also declined further with increased seasonal stocks.

### Moser Discusses Oil Situation

At the 18th annual convention of the Oklahoma Cotton Ginners April 26 in Oklahoma City C. O. Moser of Washington, D. C., president, Institute of American Fats & Oils, spoke on "The Ginner and His Interest in Cottonseed".

He said that the ginner's interest in cotton seed should increase and that probably the time will come when cotton will be raised for its seed alone. . . Mr. Moser said that nearly all fats and oils in the United States are interchangeable; that the total supply of animal or vegetable oils are for domestic use while those for industrial use, particularly those for soap are imported from the Orient. It is of little use, he contended, for the manufacturer to discourage the use of any class of oils but his, for the price of all oils will be discouraged and you will have no increase in your business. Generally speaking, all fats and oils go up and down together and the prices of all feed stuffs, grains and forage, go up and down with it.

### Circulation Statement

*Statement of Circulation as Required by the Graphic Arts Code.*

This is to certify that the average circulation per issue of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW for the six months period from July 1 to December 31, 1934 was 3214 copies.

PERFUMER PUBLISHING CO.  
per S. L. Mayham.

Subscribed and sworn to before me this 13th day of May, 1935.  
H. M. Yonson, Notary Public.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.06 1/2 @	
Edible .....	.08 1/4 @	
Fancy .....	.08 1/2 @	
Grease white .....	.07 1/4 @	
House .....	.06 1/2 @	
Yellow .....	.06 1/2 @	
Lard .....	.11 1/2 @	.12 1/2

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks. ....	.09 1/2 @	
Corn Oil, 95% T.F.A. tanks. ....	.06 1/2 @	
Red Oil, distilled, tanks. ....	.06 1/2 @	
Saponified .....	.07 @	
Stearic Acid, single pressed, c.l. ....	.10 1/4 @	
Double pressed .....	.11 1/4 @	
Saponified .....	.11 1/4 @	
Triple pressed .....	.14 @	
Saponified .....	.14 1/4 @	

### Soap Making Oils

Castor No. 1, tanks. ....	.09 1/2 @	
No. 3, tanks. ....	.09 @	
Coconut, Manila Grade, tanks. ....	.05 @	
Corn, crude, Midwest mill, tanks. ....	.09 @	
Cotton, crude, Southeast, tanks. ....	.09 1/4 @	.10 1/4
Refined .....		Nominal
Foots 50% T.F.A. ....	.02 1/2 @	
Lard, common No. 1 barrels. ....	.10 1/4 @	
Olive, denatured, max. 5% F.F.A. ....		
drums, gal. ....	.82 @	.83
Foots, Prime, green, barrels. ....	.08 3/4 @	
Palm, Lagos, max. 20% F.F.A., drums ....	.05 1/4 @	
Niger, casks .....	.04 1/2 @	
Palm, Kernel, tanks. ....	.04 3/4 @	
Peanut, crude, barrels. ....	.10 1/2 @	
Refined, barrels .....	.13 @	
Soya beans, max. 2% F.F.A., Midwest mill tanks .....	.09 @	
Tallow, acidless, barrels. ....	.10 1/2 @	
Whale, Crude No. 1, Coast, tanks. ....	.04 1/4 @	
Refined, barrels .....	.07 3/4 @	

### Glycerine

Chemically pure, drums extra .....	.14 1/2 @	.16
Dynamite, drums included. ....	.13 3/4 @	.14
Saponification, drums .....	.10 1/2 @	
Soap, lye .....	.09 1/2 @	

### Rosin

Barrels of 280 pounds

B .....	\$4.60	K .....	\$5.75
D .....	5.05	M .....	5.77 1/2
E .....	5.25	N .....	6.15
F .....	5.55	W.G. ....	6.45
G .....	5.75	W.W. ....	7.30
H .....	5.75	X .....	7.40
I .....	5.75	Wood .....	5.22

### Chemicals

Acid, muriatic, 18°, 100 pounds. ....	\$1.00 @	1.60
Sulfuric, 60°, ton. ....	11.00 @	
66°, ton .....	15.50 @	
Borax, crystals, carlot, ton. ....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners, tank cars. ....	.05 @	.05 1/2
Potassium, carbonate, 80@85% .....	.07 @	
Hydroxide (Caustic potash) 88@ .....		
92% .....	.07 1/4 @	
Salt, works, ton. ....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds. ....	1.23 @	2.37
Hydroxide (Caustic Soda) 76% Solid, 100 pounds. ....	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds .....	.80 @	
Sulfate, anhydrous .....	.02 1/4 @	.03
Phosphate, tri-basic. ....	.02 1/2 @	.03
Zinc oxide .....	.05 3/4 @	

## NRA Extension Up To Congress

(Continued from Page 111)

The passage of a two year extension by the House and the ten months' extension by the Senate has complicated the problem considerably. The House is expected to stand with the President in his desire for the longer period. Senate conferees, owing to the sweeping action of that body, seem unlikely to agree to the House provisions and very likely to return to the Senate for further instructions. All of these moves will consume much time and give ample opportunity for filibuster and delay. Only one month remains before the automatic expiration of the present act on June 16.

### Hearings on Code Amendments

Despite these uncertainties that surround the NRA and its future, Deputy Administrator Ovid E. Roberts, Jr., held extended hearings recently on proposed amendments to codes for the perfumery and cosmetics and soap and glycerine industries.

Under the suggested amendments "shaving creams with or without soap base and shampoos packaged for retail sale" would be specifically excluded from the jurisdiction of the soap and glycerine code.

A proposed amendment to the perfume and cosmetics code would include these products but would, conversely, specifically exclude shaving soaps, shaving powder and other soap products already defined in the soap and glycerine code.

Roscoe C. Edlund, of New York City, executive director of the soap and glycerine code authority and manager of the Association of American Soap and Glycerine Producers, presented the amendments and testified that the change would not be detrimental to employees. He said that, on the contrary, the wages paid workers under the cosmetics code would be actually higher than those paid under the soap and glycerine code.

Protests against the proposed changes were read into the record for the J. B. Williams Co., the Pure Oil Co. and the Lightfoot Schultz Co. One of the letters termed "ridiculous the attempt to classify one type of soap under the soap and glycerine code and another under the cosmetics code. The last-named company insisted that shaving cream manufacturers should continue operations under the soap and glycerine code.

### Trade Practice Rules Up

Changes in trade practice sections of the perfume, cosmetics and toiletry preparations codes also were considered at another hearing conducted by Assistant Deputy Administrator F. R. Bell.

C. S. Welch, code authority secretary, of New York City, explained that the proposal to provide a new method for selecting code authority members would assure more adequate representation for industry members. He said that a more definite and fixed plan now appears desirable to replace the existing method which was conceived to facilitate proper administration of the code in early days of codification.

The amendment under discussion provides for a seven-member Code Authority consisting of one representative for the manufacturers, importers or packagers of nationally advertised or trademarked brands; one representative for the manufacturers of private brands or products distributed by syndicate stores, one representative for the manufacturers of beauty and barber shop products, two representatives for manufacturers whose sales are \$500,000 or more annually, and two representatives for manufacturers whose sales are less than \$500,000 annually.

### Open Price Provision Attacked

A snag was struck on a proposal to clarify the code's open-price filing provision by an objection by Eugene Culver, of the NRA Consumers' Advisory Board, who warned that the proposed changes might lead to "price fixing." He also protested against a "veto power" which he said would be vested in the Code Authority under the proposed revision of the distress merchandise trade practice rule.

Referring to the proposed inclusion under the code, of subsidiary companies, exclusive agents, or firms controlled by industry members, E. C. Brokmeyer, of Washington, D. C., secretary-treasurer and counsel for the beauty and barbers supply equipment Code Authority, conceded the necessity of the provision as it applies to agents but he expressed doubt that jurisdiction over exclusive distributors possessing title of goods could be legally established. He submitted his arguments in detail in an accompanying brief which he filed for the record.

### Private Brand Makers' Status

Mr. Brokmeyer also asked deletion from the amendment of the clause which would include under the code, distributors of private brands made especially for them, and distributors of private brands which they package from bulk materials.

This proposal was vigorously objected to by E. A. Means, vice-president of Bristol-Myers Co., New York City, who insisted that owners of private brand products must be subject to the same code requirements as the manufacturers. Such an exemption from the code would be "ruinous" to the entire industry, Mr. Means testified. G. A. Wrisley, of Allen B. Wrisley & Co., Chicago, concurred in this position.

### To Bar Sales to Violators

The importance of the proposed prohibition of sales to code violators was stressed by Dr. E. F. Kelly, secretary of the national retail drug code authority, New York City. Pointing out that such a provision would be an effective means of obtaining code compliance, the retail drug trade representative said the proposal should be revised to make it conform more nearly to a proposed amendment being sponsored by the package medicine Code Authority. He suggested that machinery be established whereby the Code Authority, would be informed of the removal of Blue Eagles from



any firms which are customers of the industry.

Capt. Clyde Balsley, Code Authority member, representing the Katherine MacDonald Cosmetic Co., of Hollywood, Calif., urged that the provision be revised to prohibit the sale of products to code violators within the industry.

Mr. Welch said the definition changes involving the soap and glycerine industry would tend to facilitate the administration of the cosmetic code without interfering with the administration of the soap and glycerine code. Under questioning, he expressed the opinion that the effect of the change upon labor would be "incidental," although he followed with the assurance that wages paid packaging employees, most of whom are women, would be "slightly increased" under the proposal.

## Display and Sales Promotion

(Continued from Page 114)

set-pieces. The chief idea is the fact that lighting is used to enhance the beauty of the merchandise shown.

There is a sharp distinction between the stage effect and the adequate method of display of saleable articles. Both should be dramatized, but the latter should be procured by a natural rather than by an artificial means.

Light and shadow are equally important, but the more subtle the lighting, the more attractive the merchandise displayed. This eliminates all brightly colored gelatines. In showing fine merchandise, the artist employed is limited to the use of pastel gelatines—straw, pale blue, pale pink and orchid, are the shades most frequently used. Straw for warmth; pale blue and pink for silver, mirrored or cut-glass bottles, orchid to bring out detail. It is amazing what attractive gradations it is possible to procure with these few colors in light tones. The point made being that any other colors produce an artificial effect and lap over into the realm of the theatre.

## Selection of Merchandise and Association of Ideas

The merchandise selected for a window display, should observe all of the foregoing rules, and in addition, should convey the fact that most of the various appurtenances shown are applicable for the occasion which they typify. This is done by the association of ideas so correlated that they point definitely in the same specific direction.

The various occasions when you may thus exemplify the psychology of turning interest into sales, are numerous, and present an almost endless number of mental pictures to be worked out practically and artificially.

Engagements, anniversaries, birthdays, Christmas, Easter, many national and patriotic holidays—Washington's and Lincoln's birthdays for instance—Fourth of July, Memorial Day, Armistice Day, all these and many more may be appropriately used to show your merchandise and suggest gift possibilities in the fine art of window display.

Nor do you need an occasion of particular significance. You may make your own occasion, by conceiving an original idea or one typifying the origin of the basic principle underlying your product.

## Advantages and Importance

Window display has two striking advantages over other forms of advertising. The passerby is able to see the actual merchandise, which no amount of picturing or describing can accomplish; and she may act immediately upon her impulse to purchase, without the intervention of time or distance to distract or divert her attention.

The finer the window displays, the more people are attracted to them, and the greater number become actual purchasers. Thus they become a vital factor in the manufacturer's sales-building program, and should therefore be given the same amount of careful planning and executed as perfectly as the making of his product.

Window displays that are scientifically correct and artistically adequate, are important from still another angle. They have a personal advertising and publicity value which is inestimable. "Merchandise-pictures" exercise a charm and fascination that is yearly being translated into more and more sales, and are constantly adding to the prestige, as well as the profit of the manufacturers and the stores which sponsor them.

## Practical Planning and Building

Remember when you are planning window designs, that transportation facilities are more apt to do a good job for you, with less damage, if your displays are of the kind that *fold up flat* and are light in weight. Not only can these be effectively made, but they are much less expensive than more bulky displays, and are more easily set up. The screen idea, or separate piece one, that fits perfectly when assembled, is fast supplanting the combersome, out-moded and seldom artistic, even though often elaborate displays of yesterday.

And let your salesmen and your director of sales promotion *in* on your plans. Ask them for suggestions. Some of them may not be good, but many of them may be extremely constructive; and find out if some one in your organization may not have taken a course in display—knowing what *not* to do is quite as important as knowing what *to* do, and you may save yourself a lot of grief by so doing.

## Salesmen Must Merchandise Displays

Remember, too, that your salesmen have to merchandise your displays, and many time your director of sales promotion, because she has more time to spend with store executives, can often secure window co-operation when it has not seemed to be forth-coming, and the more she knows about your display plans, the more practical aid she can be in making suggestions on her store rounds.

Visualization, combined with technique, for the purpose of focusing attention and procuring results by this now recognized method of procedure, is a very definite way of increasing your sales, and in inducing re-orders. In the art of window display, as in many other things, the end will certainly justify the means, and the end is not yet in sight!



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